

SPANISH INFLUENZA SWEEPING THROUGH EASTERN STATES

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The London Advertiser

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

HOME
EDITION

THE WEATHER—FAIR, WARMER.

56TH YEAR. No. 22206

THE LONDON ADVERTISER, LONDON, CANADA. FRIDAY EVENING, OCTOBER 4, 1918. 112 COLUMNS

PRICE TWO CENTS.

Austro-Hungarian Forces Are In Disorder Before the Italian Troops in Albania

COALITION GOVT. FOR GERMANY UNDER NEW CHANCELLOR

SCHOOLS, CHURCHES, SALOONS AND FACTORIES CLOSED IN PENNSYLVANIA ON ACCOUNT OF THE SPANISH INFLUENZA

Epidemic Has Reached Serious Stage in Eastern State—
War Industries and Liberty Loan Drive Affected—
Disease Spreading Through State of Ohio.

GAINING IN TORONTO.

Toronto, Oct. 4.—The epidemic of influenza is steadily gaining headway in Toronto. There are now some 30 cases in the various city hospitals, and well over 300 cases of a mild type throughout the city. The eastern section of the city appears to have the hardest hit.

Philadelphia, Oct. 4.—Orders of the state health commission are closing every saloon and place of amusement in Pennsylvania were enforced today in an effort to check the spread of Spanish influenza, which in some sections of the state, particularly in the east, has reached epidemic proportions, and is seriously interfering with war industries. Public gatherings of all descriptions are also prohibited under the order, and this, together with the loss of a large number of Liberty Loan workers, due to illness, will slow up the drive.

In Philadelphia and nearby towns, where the situation daily is becoming more serious, the closing orders of the local health authorities were even more strict than those of the state officials, in that they added all schools, churches and Sunday schools to the list. Virtually every large industrial establishment in the metropolitan district of Philadelphia, one of the greatest centers of war activity in America, has been stricken with influenza, more than 4,000 men at the great Hager, Island yard alone being off duty for this reason. There is a shortage of doctors in the city, and appeals have been sent for medical assistance.

SPREADING IN OHIO.

Cleveland, O., Oct. 4.—Spanish influenza is spreading throughout Ohio, according to reports received here this morning. All classes at Miami University, Oxford, were suspended, and about 500 students left for their homes. The university hospital is crowded with sick and parts of the men's dormitory has been taken over for hospital purposes.

At Camp Sherman the total death toll since the discovery of the influenza epidemic is 98. Seventeen deaths occurred yesterday afternoon. The total number of cases reported then was 3,952.

SUBSIDING IN NIAGARA.

Niagara Camp, Ont., Oct. 4.—The influenza epidemic in the Polish camp here appears to be easing up, and today there were only 125 cases in hospital. Another death occurred last night, this making a total of fifteen deaths from influenza among the Polish soldiers here.

It is probable that the Canadian camp will break up earlier than the end of the month, as announced officially some time ago. The great number of the troops may be at Exhibition Camp, Toronto, by the 21st.

THREE IN ONE FAMILY.

[Special to The Advertiser.]
Toronto, Oct. 4.—Three deaths in one family from Spanish influenza have been reported to the medical health department.

22 IN MONTREAL.

[Special to The Advertiser.]
Montreal, Oct. 4.—Twenty-two new cases of Spanish influenza were registered at the city hall since yesterday.

QUEBEC HOSPITAL CLOSED WITH NUNS ILL WITH GRIPPE

One Dies While Twenty Others
Are Stricken.

Quebec, Oct. 4.—Notwithstanding the repeated statements of the city health officers that there was no occasion for alarm over the epidemic of grippé here, the Hotel Dieu Hospital was forced to close down yesterday. More than twenty nuns have been stricken with the disease. One of the nuns died yesterday.

CELLULOSE PLANT TO LOCATE IN CANADA IN THE NEAR FUTURE

Non-Inflammable Composite is Manufactured by the Company.

[Special to The Advertiser.]
Ottawa, Oct. 4.—The establishment in Canada of a plant of the British Cellulose Company is immediate probability. The company has a plant in process of erection in New Jersey, and as a result of a conference between General Sir Sam Hughes and J. D. McCurdy, the aviation expert in Ottawa this week at once for the erection of a similar plant in the Dominion. The capital is the enterprise, which only awaits some further negotiations before becoming an accomplished fact.

The British Cellulose Company manufactures particularly a non-inflammable composite for the covering of aeroplanes. The composition, if it is fact, may also be used for the manufacture of cinematograph films, window panes, trays, tables, chairs, etc. While it may also be used in the manufacture of silk. The plant, therefore, will be easily transformed from a war to a peace industry at the conclusion of hostilities.

1,800,000 SAMMIES OVERSEAS

Spanish Influenza Expected to
Retard Future Movements
to Some Extent.

Washington, Oct. 4.—American troops abroad now number 1,800,000, members of the house military committee were informed today at their weekly conference in the war department. Spanish influenza in camps and cantonments will retard the shipment somewhat in the immediate future, the members were told.

YANKEE TANKS WENT THROUGH GERMAN RANKS

Huns Received a Surprise
When They Attempted
To Take Apremont.

American Headquarters in France, Oct. 4.—When German forces advanced on Tuesday in an attempt to capture Apremont, on the front northwest of Verdun, American tanks suddenly emerged from the town in all directions. The tanks went lurching through the German ranks, spraying bullets into them from all sides and spreading the utmost terror and consternation. The American tanks, after smashing their way through the German lines, wheeled about and repeated the operation with deadly results. The enemy German company nine men were killed and thirty were wounded out of seventy. In another company ten were killed and forty wounded out of eighty.

MASONIC GRAND LODGE SECRETARY DIES AT HAMILTON

R. L. Gunn Was Well Known in Civic and Fraternal Circles.

Hamilton, Oct. 4.—R. L. Gunn, secretary of the Masonic Grand Lodge of Ontario, died here early today at the age of 62 years. Mr. Gunn was a native of Hamilton and his family had been in the city for many years. He was a civic, club and fraternal circles. He began his career as accountant with the Great Western Railway, was city auditor for many years and later clerk of the city council. He was also secretary of the Hamilton Club and president of the Thistle Club. He is survived by his wife, two sons and three daughters.

SENATOR ROBERTSON'S SON IS MISSING

Ottawa, Oct. 4.—Senator Gideon Robertson has received word that his son, the flight lieutenant, G. Elliott Robertson, who was missing since October 2, has been missing since October 2. He is 18 years of age, and is attached to the famous 85th Flight Squadron, organized by Lieutenant W. A. Bishop, V. C.

THE WEATHER

LOCAL TEMPERATURES.
Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 59; lowest, 46. The official temperatures for the 12 hours previous to 8 a.m. today were: Highest, 46; lowest, 31.

TOMORROW—FAIR AND WARMER.

Toronto, Oct. 4.—8 a.m. Forecasts.

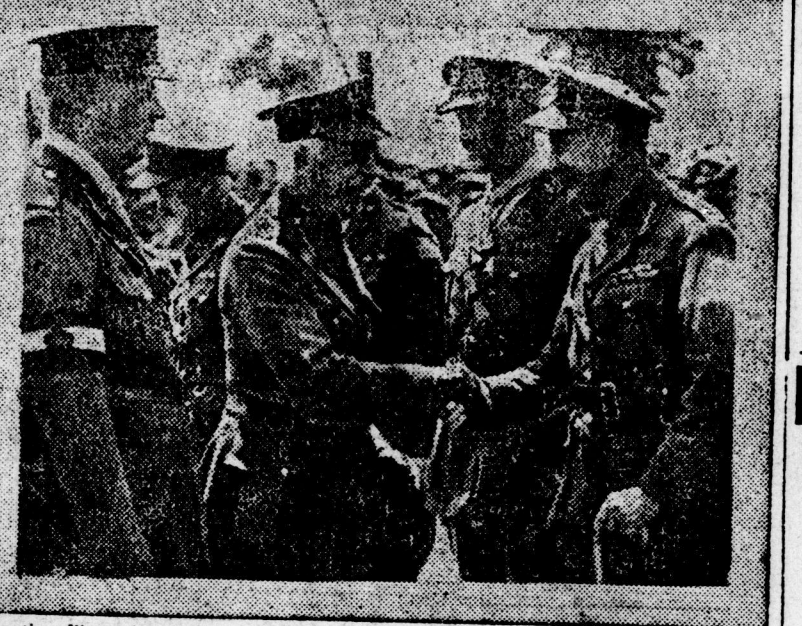
Today—Fine. Saturday—Moderate to fresh south to southwest winds; partly fair, with some showers; stationary or a little higher temperature.

The following were the highest and lowest temperatures during the 24 hours previous to 8 a.m. today:

Stations.	High.	Low.	Weather.
Victoria	58	48	Cloudy
Calgary	58	48	Cloudy
Winnipeg	70	38	Fair
Port Arthur	60	40	Cloudy
Parry Sound	58	38	Fair
Port Stanley	58	34	Cloudy
Buffalo	58	44	Fair
Toronto	59	46	Fair
Kingston	59	32	Fair
Ottawa	56	32	Fair
Montreal	52	46	Fair
Quebec	52	32	Cloudy
Father Point	46	32	Cloudy

Weather Notes.
Since yesterday morning showers have occurred in the Maritime Provinces and British Columbia. Elsewhere in Canada the weather has been fine.

THE CANADIAN ARMY COMMAND



A report comes from France by way of London that Major General Sir Arthur Currie is to be transferred to command of one of the British army corps and that he is to be succeeded as commander of the Canadian army by Major General Sir David Watson of Quebec. The photograph shows the Duke of Connaught shaking hands with General Watson, while General Currie looks on, on the left.

FULFILL PROMISES FIRST

[Special to The Advertiser.]
Montreal, Oct. 4.—The Montreal Gazette, in its leading editorial, says: "We are disposed to discredit an Ottawa dispatch, which states that the Union Government is discussing measures for organization as a party. Even were it possible, the time is premature and inopportune for formulating a platform of political principles upon which to found a party, the Union Government has not yet fulfilled its mandate to win the war, and the good old Lincoln doctrine about the unwisdom of swapping horses while crossing a stream still holds its merit. The less we have of party politics until victory is won, and our soldiers turn westward to again resume the pursuits of peace, the better. What may happen thereafter is in the lap of the gods."

COALITION MINISTRY FOR GERMANY UNDER PRINCE MAXIMILIAN

Socialists Are Expected To Be Included in the New Ministry
—New Chancellor Outlines a Program Before the Reichstag On Saturday.

London, Oct. 4.—There is little room for doubt that the solution of the German governmental crisis will be found in the shape of a coalition government under the chancellorship of Prince Maximilian of Baden. No official news of the situation has as yet reached London, but, according to German newspapers, there is a possibility that among the ministers there will be some Socialists. Prince Maximilian is a cousin of the Grand Duke of Baden, and president of the Upper Chamber of that grand duchy. He is related to the emperor by marriage and is popular at court. He is credited with democratic tendencies, it is understood that he has been recommended by Friedrich von Payer, who will remain as vice-chancellor in the new government.

SOCIALISTS IN BULGARIA WANT BALKAN LEAGUE

Party Will Support Government
ment If It Makes Peace.

Sofia, Oct. 4.—The Bulgarian Socialist party will support the Government in the Sobranje on the sole condition that the Government makes peace, according to the Socialist newspaper Narodna volya, which is quoted in a dispatch received from the Bulgarian capital. As a further condition the Socialists demand that the Government shall make such negotiations as are necessary to secure good relations between the Balkan peoples, and which will tend toward the establishment of a Balkan league.

MAY BE SLICK SCHEME.

Washington, D. C., Oct. 4.—A desperate effort by the cabinet and his advisers to hoodwink the Allies and the democrats in Germany is seen by the fact that the Social Democrats, the Progressives and the Centrists will each be represented by a minister in the Prussian ministry.

VANQUISHED TURKS WILL BE THROWN ONCE AND FOR ALL INTO ASIA, SAYS DESPEREY

Saloniki, Oct. 4.—"We will soon direct our blow at Constantinople and the vanquished Turks will be thrown once and for all into Asia," declared Gen. Franchet D'Esperey, the Allied commander-in-chief on the Macedonian front, in replying to a demonstration today.

ITALIANS ADVANCING IN ALBANIA HAVE PUT TO FLIGHT AUSTRO- HUNGARIANS THERE

London, Oct. 4.—Austro-Hungarian forces in Albania are retreating in considerable disorder before the advancing Italians. The Austrian forces are blowing up their depots.

AMERICANS CAPTURE MONT BLANC AND OTHER POSITIONS IN THE CHAMPAGNE REGION—FRENCH FORCES TAKE ORFEUIL AND BEMONT CHATEAU.

Washington, D. C., Oct. 4.—The capture of Mont Blanc and other positions in Champagne was reported today by Gen. Pershing, in his communique for Thursday, announcing further gains by the American forces fighting with the French.

AMERICANS CAPTURE MONT BLANC IN ADVANCE IN CHAMPAGNE SECTOR

The communique follows: "American troops fighting with the French have driven back the enemy and taken Mont Blanc and other positions in Champagne. Between the Moselle and the Forest of Argonne we carried out the usual artillery and patrol activity, taking a number of prisoners."

FRENCH TAKE IMPORTANT POSITION.

London, Oct. 4.—French forces in the Champagne have captured Orfeuil and Bemont Chateau, northeast of Somme-Py. Mont Blanc, a position of considerable tactical importance, also has been taken from the Germans.

YANKEES GAS THE HUNS ON THE MEUSE ABOVE DANNEVOUX

With the American Forces Northwest of Verdun, Thursday, Oct. 3.—A successful gas attack was made by the Americans on this front at Vilosnes, on the Meuse, above Dannevoix.

The German artillery fire was spasmodic during the day. Many gas shells were thrown in by the enemy guns upon the American rear areas.

BRITISH CAPTURE PRISONERS IN RAID IN ASIAGO REGION

London, Oct. 4.—Concerning British activities on the Italian mountain front, the war office today issued this statement: "Last night Warwickshire troops carried out a most successful raid into the enemy trenches facing Asiago, capturing 142 prisoners, including four officers. Our casualties were twelve."

HAIG TAKES 4,000 HUNS.

London, Oct. 4.—British forces, pursuing the retreating Germans in the Lens region, have reached the railway east of Lens, Field Marshal Haig announced in his official statement today. To the southeast, the British have made progress between Oppy and Mericourt.

FOE COUNTER-ATTACKS REPULSED.

London, Oct. 4.—German forces last night delivered counter-attacks on Gouy and Le Catelet, midway between Cambrai and St. Quentin. Field Marshal Haig announced today that the enemy assaults had been beaten off.

FRENCH TROOPS PUSH BEYOND LESSENS IN ST. QUENTIN REGION

Paris, Oct. 4.—French troops in the St. Quentin region have advanced east of Lessins, says the war office statement today.

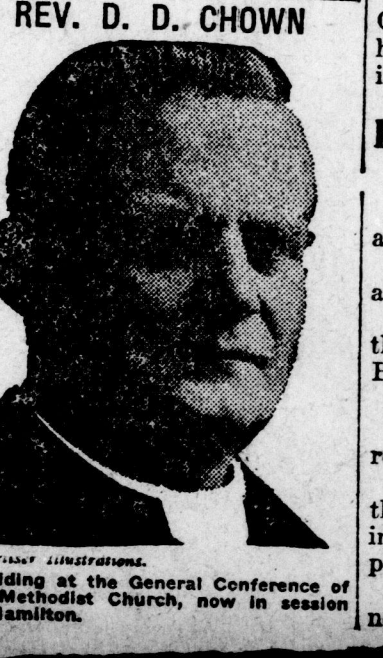
American and French troops in Champagne have made further advances northwest of Blanc Mont and Medeah Farm.

North and northwest of Rheims the French have increased their gains somewhat and improved their positions in the region of Betheny.

The statement reads: "During the night we made an advance east of Lessins in the region of St. Quentin."

"North and northwest of Rheims detail operations enabled the French to enlarge their bridgehead east of the canal and to improve their positions in the region of Betheny. One hundred prisoners remained in our hands."

"In Champagne the Franco-Americans increased their gains northwest of Blanc Mont and Medeah Farm."



Rev. D. D. Chown, Superintendent of the Methodist Church, now in session at Hamilton.

**London Advertiser's
Coal Campaign Coupon**

Fill in and send to Coal Campaign Editor, The
Advertiser, Dundas street:

Name

Address

Coal consumption last year

Coal requirement for coming year

Supply at present in your cellar

Are you willing to have cellar examined by responsible official?

Have you reasonable expectation of securing your supply?

Do you believe city authorities should act at once to secure supply for the city?

Toronto, Oct. 4.—The Monetary Times estimate of Canada's fire loss during September 1918, is \$917,256, compared with the August loss of \$3,110,445 and \$1,301,706 for September, 1917.

Deaths in Canada from fires, in September this year were 13, as against 21 in September last year. There have been 201 deaths from fires in Canada in 1918, as compared with 207 in all last year.

MILITARY SERVICE BRANCH.

MILITARY SERVICE BRANCH.

Secure from your druggist a ounce of honey and a pint of soluble starch. Take the honey and add to it 3 pint of hot water and a little granulated sugar; stir until dissolved. Take one tablespoonful four times a day. This will often bring quick relief from distressing headache. Clogged eustachian tubes and ear-itching become easier and hearing improves as the inflammation in the eustachian tubes is reduced. Parmentier used in this way acts directly upon the blood and mucous surfaces of the system. It is pleasant to take. Every person who has catarrh or head noises or is hard of hearing should give this treatment a

W. S. Hart in "The Disciple," His Latest Success, Showing at the Patricia Today and Saturday.

to make healthier women and stronger, sturdier men. Satisfaction guaranteed or money refunded. At all good druggists.

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THE LONDON ADVERTISER COMPANY, LIMITED.

London, Ont., Friday, October 4.

BRITISH EMPIRE DAY.

THE FOURTH Liberty Loan is in full swing in the United States. It will be a three-week drive, commencing the 30th of September. New York city is already very enthusiastic. The British Empire day was settled for that day. A liberty loan concert was given. Galli Curci, John McCormack and Caruso took part. It is intended at a later date to have a British rally. The fourth Liberty Loan is sure to be a complete success. There is evidence to that effect now.

These meetings do much to make the good feeling existing between the nations stronger. Sometimes it looks as if the people of the United States had a friendlier feeling for France than for England, and sometimes when the New York papers praise some great accomplishment of the British army or the British navy, such as the blocking of Zeebrugge and Ostend harbors, one concludes that nothing could be stronger than their admiration for grand old Britain. One almost hears them say with Richelieu, "No mongrels, boy, these island mastiffs." A former well known native Londoner, Mr. Chester Glass, is taking an active part on one of the leading committees. It is encouraging and gratifying to find Londoners wherever they are doing their best for the great cause. The result will be that all Americans will feel towards Great Britain the same respect and admiration that all their ambassadors have, on their return to the United States. They only need to know each other to be fast friends.

BARBARIANS ARE WARNED.

THE COMING warning of the Allies to Germany that unless the unnecessary devastation practised by the Kaiser's armies ceases reprisals in kind will be taken, will meet with popular approval in all parts of the Entente world. The savagery and ruthlessness shown in laying waste great sections of Northern France and Belgium has stamped "barbarian" on the Hun as has nothing else. There is a legitimate destruction that is recognized by international rules of warfare in connection with retreats, but wholesale razing with no other object than to weaken an enemy's morale has never been sanctioned. That is a purely Prussian devilishness, which, as already pointed out in these columns, can only be combated with an "eye for eye" policy. It is to be noted that simultaneously with the announcement of an early ultimatum comes the news that Lille is being evacuated. One of the richest, most prosperous and progressive of the republic's cities—the Manchester of France—it would appeal strongly to the vandal spirit of the Boche. The razing of this fine industrial centre would be a delicious morsel for Kultur, and the knowledge of this may account for the Entente warning to the all highest and his band of wreckers.

It would not be necessary to reach German soil before suitable reprisals could be taken. The Rhine cities, towns, villages and hamlets furnish a ready target.

Time and again the Allied airmen have raided Cologne, Frankfurt, Didenhofen, Coblenz, Saarbrücken, Baden and many others, but their attacks have been centered on war factories, barracks, railway stations, munition dumps, air-dromes or other military objects. Following an official warning that would prevent a slaughter of non-combatants, a great body of Allied airmen could destroy huge sections of Germany's border cities and smaller centres. Heavy doses of their own methods is the only thing that will cure the Prussian of his detestable frightfulness.

UNIVERSITIES AND CITY GOVERNMENT.

THE CONTRIBUTION of President Braithwaite of Western University to the first of the public meetings designed for education in citizenship was suggestive of the part which the universities of this country have in their power to play in the bringing about of better conditions. It is a rather curious thing that while we have always looked to our medical faculties to bring about better conditions of health, and to our engineering schools for leaders in the development of our natural resources and to the faculties in the humanities for our teachers and preachers, we have not as a rule thought of the departments of political science as training ground for men who are to be leaders in municipal government and municipal administration. Dr. Braithwaite remarked on this fact, pointing out that an extension of the political science departments of Canadian universities to give the due amount of attention to municipal problems could not but have wide effect on the conditions surrounding Canadian cities.

The field of medicine has been continually advancing because of the laboratory method of investigation. Men have diligently sought out all the data bearing on some disease and then have painstakingly gone ahead to seek yet further truth, and having found the root of the disease, to find the remedy. Some process not unlike this is needed today with respect to municipal activities. All over the country there are experiments being tried. There are cities in Ontario that are following out methods that long ago were shown to be costly and useless. Why is this allowed to go on? Chiefly because there is such an ignorance of what other cities have done and are doing, such a feeling of self-sufficiency and cocksureness that the trouble of making investigation is passed by, and so mistakes are repeated again and again. The universities cannot be expected to do much with minds of this kind, but what they can do is to make clear the first principles of good government, to gather accurate information on all phases of city government and to inspire in men of ideals the desire to see these

principles put into actual practice. And there is a splendid opportunity right now for Western University to break new ground. If any citizen of London wanted to make a real contribution to its future welfare, he could not make a better move than to establish and endow a department of civic government and begin the work of education among the young men going out to be leaders. For in the end it is largely a matter of leadership, as all the speakers at the municipal meeting emphasized. The majority of citizens want to see London governed aright, they want to see the city grow and prosper, they want to see it a city where life is safe, and where happy children grow up into useful men and women. They are asking every day, how is this to be done, and the question is still unanswered. We continue to grope. But there is real hope when men and women, even in such small numbers as were present on Thursday night, will come together for the unselfish purpose of making London better. The process of education may be long, but it is encouraging to see it beginning.

THOSE WHO WAIT.

THERE IS ONE type of courage for the battlefield and another for the home hearth. Nothing, of course, can quite approach the valor and self-sacrifice of the men at the front. Whether on sea or land theirs is the supreme test and theirs the greater glory. But if less spectacular than the fighters the courage of those at home, those who "stand and wait," is a fine and inspiring thing. Splendidly has the British public stood up beneath the strain of the long months of discouragement and disappointment. Plenty of criticism and indignation when things went wrong and blunders piled up, but never the whimper or wail of that which produces the "kamerald" spirit. Just as with the men in the trenches, so with the folks at home, there has been no "yellow streak." The public lived up to the best fighting traditions of the nation. A less tenacious and courageous public than that of the British Empire would have weakened under the Gallipoli and Kut disasters. Always it has been thus. In the early stages of the Peninsular war repeated reverses still stiffened the determination to see it through to a victory. Egypt and South Africa furnish later and vivid illustrations of British never-say-die spirit. Out of what has seemed overwhelming setbacks superb doggedness has fought a way to triumph. This has been the spirit at home and without it the splendid fellows who are doing the actual fighting would be helpless. The great mass of the non-combatant public will bear no medals, but its will to win, its standing staunchly behind the guns, will go down into history as another shining record of the nation's stamina and courage.

EDITORIAL NOTES.

The Allies will soon be holding all the Kaiser's "peace pawns."

Looks as if the Kaiser would not have his Turkey for Thanksgiving.

The German cabinet crisis shows Berlin bewildered and running around in circles.

In the war Canadian money can do work second only to that of Canadian soldiers.

Alfonso has the influenza and the royal corridors at Madrid echo with the democratic sneeze.

The Order of the Black Eagle has been pinned on Hertling. The order of the scapegoat is also his.

When you weary of "drive" and "offensive" try "avalanche" to describe what's happening on western front.

Hindenburg says the more nervous he gets the louder he whistles. A few more of Foch's slams and he will be blowing out his front teeth.

The crown prince of Rumania declares his wife is worth more than all the thrones of continental Europe, but as thrones are quoted nowadays that isn't saying much.

The success of a nation depends on the success of its citizens. Are you laying the foundations of wealth and success? If you are, you are assuring Canada's future. If you are doing the other thing, the wolf awaits you.

The appeal now is to the people of Canada to immediately undertake a vigorous campaign of personal thrift, to abstain from the purchase of all luxuries and non-essentials, and to endeavor to accumulate as great a saving as possible. Naturally many people will say they are now living as economically as they can and that their standard of living has actually been lowered owing to the high prices of articles of food and clothing. This may be true, but it does not alter the fact that there is still much extravagance and that this exists to a dangerous degree when we remember the temporary character of the prosperity and the perils of the period of readjustment that will follow peace.

MONTREAL.

A civic count just made credits the city of Montreal with a population of 885,000. With 20,000 for Westmount, 13,000 for Outremont and 24,000 for Verdun—all places within the Montreal postal district and served by the Montreal tramways service, the above would give this city and its immediately adjoining suburbs quite 740,000 inhabitants. Montreal is the great city of Canada, and one of the great cities of America, and is growing solidly as well as rapidly, will grow yet greater, and, in spite of what its own citizens say to its discredit, is a wholesome and honorable place of abode.

GOOD SOLDIER—POOR REPORTER.

A German general in all his panoply was seen by one of our low-flying airmen running for his life from a pursuing tank. The German tank was taken prisoner. The man was taken from his tank when he last saw him. News from the battlefield is that the German general still fleeing from the tank? Has he escaped his pursuer? Did the tank get him? The low-flying airmen is undoubtedly a gallant soldier, but he is a most unsatisfactory reporter.

MAKE THE CRIMINALS PAY.

A peace that did not require Germany to make good every dollar of damages of this kind would be as great a triumph for Germany as a verdict of "not guilty" would be to a criminal caught in the act of murder and robbery.

SWEDEN'S EYES OPENED.

Sweden knows that instead of being "bled white" France is undaunted. It hears, also, of the ever-growing power and might of Britain on land and sea. News is also filtering in of the falling strength of the German people and army, and the ever-growing alarm of the leaders. These are the influences behind Sweden's new pact with the Entente powers and nothing German can say or do will prevent its being carried out.

The Advertiser's Daily Short Story

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RE-ENTER TREADGOLD.
By Dorothy Douglas.

It was the trailing melancholy of her voice that first stood Treadgold's lethargic pulse into action. Later he had a too-fleeting glimpse of a pale oval face framed in tawny gold as Lida gazed wistfully from the rose-hung gate that opened into her cottage garden.

Treadgold was annoyed with himself that the quality of the girl's voice had twined itself among his senses and indignantly at womenkind in general merely because Lida's eyes had stabbed his heart with a silent appeal.

Ever since the day he had donned the khaki uniform and become a soldier to fight for his country, Treadgold had eschewed anything even bordering on the feminine. He had shunned that thrilly, fascinating, heady world of the gentle sex as if it had the plague running wild within its borders. War was a thing apart—a business that must be sternly followed. There must be no counter magnet luring the senses from the austere purposes of the fighting man.

During his six months at training camp his brain had been far too busy for the most part in trying to master the contents of some twenty or more text books, as well as drills, field practice and a few more oddments of learning, to find much time for musing the feminine part of life.

A few more months at camp, where he and many of the old artillery men had been sent to officer the troops, quite rounded off Treadgold's ability to live happily and usefully without the love of the woman.

In weaker moments, perhaps under the influence of a glorious moon or the trickle of woodland stream, remembrance of Lida's smiling lips, a swift carousal of the fragrance of rumpled tresses came to disturb Treadgold's war-filled brain. These had been fleeting, easily banished dreams.

"Ancient past!" the fighting man would mutter to himself.

But in the case of Lida's blue-eyed, wistful face Treadgold found himself up against a power stronger than himself. Unless he took a frightfully circuitous route, his blood would strain to pass the cottage with Lida either in it, singing with melancholy sweetness, or gazing appealingly from the garden gate straight into the eyes of the passer-by.

Treadgold was annoyed when he saw her and upset when he thought of her. He didn't see her. He felt that the girl was aware of his presence and didn't pass. This feeling, too, irritated him.

He decided however—and with the decision his heart clicked—that he would fight this unknown girl's influence, and as successfully as he had fought the lure of all his feminine world when he had first entered the army, soon France would see him an actual fighter on the battlefield.

"And if I remain on that battlefield when the light is done, philosophized Treadgold, 'there will be less regret, and if I come out here then a straight path to something airy, not and masculine, for me.'"

In fact, "the something" just about the type of Little Sad Eyes there had been my finish.

So he fought and he fought and he conquered. He had Treadgold been another type of man he could have managed to meet the girl who had stirred his pulses, could have loved and sailed away. But he was not that type of man. Love to Treadgold was a wonderful thing. He could not less happily kill the Boche and be reminded constantly that he had left a wife behind. He knew that ever since the sword thrust of battle he would sense the humanity side of the question, would realize before killing the man that he was also killing the woman whom that man had left behind—killing her happiness at last.

Besides, Treadgold knew that should he marry a girl like Little Sad Eyes he would be consumed with longing for her every moment that held him from her side. He would feel the strength of the light both the enemy and his own emotions.

So when the great ship stole out under cover of darkness from the New York wharf and sailed out toward France, Treadgold found himself rejoicing that he was not bringing the tragedy of separation into someone's life.

When the battle raged for him he was still more glad for a nasty bid. He had caught him pretty squarely in the temple.

Treadgold re-entered the world of femininity on a stretcher. In other words, he was carried tenderly, if unconsciously into the hospital, where the consciously shamed sex took him into its wonderful care.

It was many weeks before Treadgold knew that he had re-entered the world where femininity played a vital part for consciousness was long in returning to him. His first waking glimpse was, by his bedside, a charming nurse who started immediately to do the hundred and one comforting, soothing, doted and one comforting bedside that only a woman can do. Treadgold fancied he smiled at her, but he was not sufficiently brave to be certain of anything.

His progress was more rapid after that first glimpse and he realized that a world with women in it was a good place. He got up, his nurse's hands were firm and caressing and her hair waved softly about her smooth brow. Treadgold found himself smiling at her, but he was not sufficiently brave to be certain of anything.

He was, in fact, during a dull afternoon in the hospital, he heard the trailing melancholy of a voice. It was the same voice augmented in sweetness and timbre that he had quickened his pulse for fear he might be in America. For America seemed frightfully distant to Treadgold after the smoke and fire of battle and the long lapse from consciousness.

He looked eagerly at his nurse.

"Whose voice is that I hear?" he asked her.

The nurse smiled at his excitement, seemed a romance and told him all she knew.

"Her name is Lida McVicker, and she is the niece of our staff surgeon. She was pinned away by inches, it seems, in America because of her brave countrymen were going off to fight."

"But how did she ever get over here?" burst out Treadgold, "from a cottage with roses?"

The nurse smiled again. "The organizer of a concert party heard her singing and thought her voice held the appeal that our wounded boys would appreciate, and—here it is. She sings every afternoon and evening and any other time when her voice is needed. She's happy now—happy as a lark. It's wonderful what a little good to others does for oneself," added the nurse.

Treadgold then made a heading, steadily drew right into the heart of a world of femininity. He demanded to see Lida McVicker. She came and looked with those wistful eyes straight into his face, a deep, happy smile. He knew that she was not a girl who recognized a man when he had died passed her cottage gate.

"Little Sad Eyes," was what she thought he said by way of greeting, but she was never quite sure of it. There was so much unexpected emotion expressed in the wonderful meeting that words didn't really count.

Treadgold had always known that love would completely swamp him when it came, and he told Lida so before many moons had passed over that region of the world.

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Leading shapes, many types.

SILK VELVETS AND VELVETEENS, in big variety of shades, the very best value. \$2.50, \$3.00, \$4.00, \$5.00 to \$8.00.
NEW SUPPLY OF CHILDREN'S BLACK PLUSH HATS. \$1.75 to \$2.50.

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MEDIUM-WEIGHT FINE RIBBED COTTON COMBINATIONS, long sleeves, ankle length. Special value. \$1.50.
LADIES' FINE CREAM WOOLEN COMBINATIONS, unshrinkable, long or short sleeves, ankle length \$3.00 per suit.
LADIES' FINE KNOT WHITE AND GREY VESTS, high or V neck, long sleeves or elbow length, drawers to match. Per garment. 59c.
LADIES' FINE KNOT WOOL-MIXTURE VESTS in natural and cream, drawers to match, warm garments. \$1.00 each.
CHILDREN'S GREY UNION VESTS AND DRAWERS, 2 to 12 years. Priced according to size. 35c to 75c.
CHILDREN'S FAST BLACK TIGHTS AND DRAWERS, ankle length, 2 to 14 years. Priced according to size. 75c to \$1.25.
INFANTS' ALL-WOOL VESTS, buttoned fronts. \$1.00.
INFANTS' WOOL MIXTURES, button fronts. 59c.
INFANTS' SOFT FLEECE VESTS, buttoned fronts. 35c.



Self-Reducing Corsets

Imported coutil, unbreakable steel filled, low bust, long hip, elastic section at back. Moderate price. \$4.00 pair.
MODEL CORSET for the medium figure, low bust with long hip, four hose supporters, neat-fitting corset. \$2.00 pair.

Special Model Corsets

OUR LEADER. Priced \$1.19.
Full range BRASSIERES 59c, 65c, 75c, \$1.00.

Heavy Fall Coatings and Dress Goods

Three pieces Heavy Coating, 54 inches wide, all pure wool, a beautiful soft flexible quality, specially adapted for a lady's warm, stylish overcoat, in choice colors, of light grey and Oxford grey, African brown and green, and seal brown tinted with green and burgundy; worth \$8.00 a yard. On sale at \$4.75 yard.

Two pieces Heavy Coating, 54 inches wide, in beautiful, soft, heavy qualities, and rich colorings of taupe and brown, specially adapted for a good stylish coat; worth \$8.50 a yard. On sale at \$5.50 yard.

Two pieces Heavy Chinchilla Coating, 54 inches wide, in a beautiful, soft, flexible quality, in Oxford grey and black, a splendid material for a good coat; worth \$8.50 a yard. On sale at \$5.50 yard.

Two pieces Heavy Blanket Cloth, 54 inches wide, in cardinal, red and cream, a beautiful material for girls' coats; worth \$3.50 a yard. On sale at \$2.50 yard.

Two pieces All-Wool Serge Suiting, 56 inches wide, in two very attractive shades of dark burgundy and dark green, a beautiful material for a stylish suit; good value today at \$6.00 a yard. On sale at \$4.00 yard.

Two pieces Heavy Shepherd Check, 54 inches wide, permanent dye, specially adapted for suits, dresses or skirts; extra value at \$2.00 a yard. On sale at \$1.25 yard.

Two pieces XXXX Black Serge, 40 inches wide, all wool and old dye; worth \$2.50 a yard. On sale at \$1.75 yard.

Ten pieces Tweed Dress Goods, 37 inches wide, strong and serviceable, and a very nice-looking material for girls' dresses. Specially priced for Friday and Saturday at, per yard. 35c, 50c, 65c and 75c.

Also Ten Pieces SILK GEORGETTE, 38 inches wide. This is a beautiful quality of French Silk Georgette, in a choice range of shades and also in black and ivory. Specially priced at \$2.50 yard.

DEMONSTRATION OF POSTUM CEREAL PRODUCTS

New Post Toasties, the best in Cornflakes, the true, appetizing flavor of corn is perfectly brought out by skilled process.

Mrs. Bryan, expert demonstrator for these foods, invites your attendance on Friday and Saturday to sample THE GRAPE NUT PUDDING. No cooking, no sugar, no eggs or shortening—Wartime Pudding—delicious and appetizing recipe given free.—Main Floor.

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WE CORDIALLY INVITE YOU TO VIEW THE FINE FRESH STOCKS NOW BEING DISPLAYED THROUGHOUT THE STORE, WHICH ARE RIGHTFULLY DESERVING OF YOUR CONFIDENCE. NEW GOODS ARRIVING EVERY DAY.

CHILDREN'S COATS

GOOD QUALITY SILK PLUSH COATS, lined throughout with quilted lining, sizes 5, 6 and 7. Prices. \$8.00 and upward.
Girls' Chinchilla, Tweed, Corduroy and Blanket Cloth Garments, sizes 4 to 14 years. From \$5.00 to \$10.00 and \$12.00.

LADIES' SEASONABLE COATS

LIGHT, MEDIUM AND HEAVY WEIGHT. FINE VELOUR COATS, navy, brown, burgundy, taupe, green, sleeves and body satin lined; sizes 16 to 44. \$20.00 grading up to \$45.00.
BLACK BRITISH BEAVER COATS, in good quality, sleeves and body lined, well trimmed, sizes 36 to 44 inclusive. A real snap at \$26.50, \$27.50 and \$29.50.
BLANKET VELOUR COATS, in taupe, green, brown, burgundy, a splendid weight coat for all-winter wear. \$30.00 to \$35.00.
LADIES' SUITS in storm serges and chevets, very reasonably priced. \$20.00, \$25.00 and \$35.00.
SMALL NUMBER OF SERGE SKIRTS, in black and navy, at the old price of \$5.00 each.

Fall and Winter Supplies in Staples

A large assortment of English or Canadian Shirting, light and dark colors. 30c, 40c, 45c and 50c.
Union Wool Blankets. \$5.75, \$6.50, \$7.00, \$8.75, \$9.50, \$10.50.
A limited quantity of All-Wool Blankets. \$15.50, \$17.50, \$19.50.
Flannelettes, English. 20c, 25c, 30c, 35c, 40c, 45c, 50c.

NECKWEAR SECTION OFFERS MANY NOVELTIES.

Smart Collars, Collar and Cuff Sets, Fichu effects, Gimps and Ruchings.

TURN-OVER SALE OF TAMS

25 DOZEN NOW ON SALE. Two special prices, good, old-time value, for girls and boys. Imported English Tams. 49c and 98c Each. See window display.

AUTUMN SWEATERS

For Sports Wear, for Motoring, for Chilly Evenings. Pullovers, in corn or taupe, with angora collars and tassels. \$9.50.
Ladies' Sweater Coats, greens, blue, rose and corn; large collars and belts. \$8.75 to \$12.00.
A line of Men's Sweaters to sell at \$4.95.
Boys' Sweaters, in pullover and coat style, in cardinal, navy, grey or khaki. Special. \$2.25, \$2.50 and \$3.00.
Little Tots' Sweaters, in white, rose and grey, at \$2.50.
Girls' Dresses, checks and plaids, in sizes 2 to 14 years, from \$1.25 to \$3.75.

WAISTS

That embody the newest trimming ideas. Blouses that invite your selection.
Black Repp Blouses, in fine, lustrous cord, convertible collar, trimmed with buttons and finished with buttoned cuff. 34 to 46. \$2.25.
Special Sale of Black Blouses, silk fronts, trimmed with the popular pin tucks and fancy buttons, convertible collar, and finished with buttoned cuff, 36 to 52. \$3.50, \$4.00, \$4.75.
Georgette Blouses, in pink and maize, in baby-neck effect, front trimmed with clustered tucks, very handsome and dainty. Priced at \$6.75.

YOUR FOOTWEAR NEEDS ARE MET HERE—Hosiery of Dependable Quality

Ladies' Black Cashmere Hose, double heel, toe and sole, large hem at top; sizes 8½, 9, 9½ and 10. These are very special at a pair. 75c and \$1.00.
Ladies' Black Cashmere Hose, O. S., double heel, toe and sole, deep hem at top, in sizes 9, 9½, 10 and 10½. \$1.00, \$1.35 and \$1.50.
Ladies' Black Cashmere Ribbed Hose; very elastic, double heel, toe and sole, good length; sizes 8½, 9, 9½, 10 and 10½, ranging in price from \$1.25 to \$1.50.
Ladies' White Cashmere Hose, all-wool, Penman make, double heel and toe, two-inch hem at top, old stock; sizes 8½, 9, 9½ and 10. A pair. \$1.00, \$1.35 and \$1.50.
Ladies' Black Cashmere Hose, old stock, sizes 9, 9½ and 10. Good value at a pair. 60c.
Ladies' Fleece-Lined Hose, good heavy weight, double heel, toe and sole; just the kind of Hose for early fall wear; sizes 8½ to 10. A pair. 35c, 40c and 50c.
Ladies' Black Cotton Hose, good heavy weight for early fall wear, double heel, toe and sole, old stock and old dye, in sizes 8½, 9, 9½ and 10, at a pair. 25c, 29c, 50c.
Ladies' Hose, in tan or dark brown, very special, good weight for fall wear; sizes 8½ to 10, at a pair. 50c, 60c, 65c and 75c.
Children's Cashmere Hose, in black, white, tan or red, good length, heavy weight; sizes 4½ to 8½, ranging in price from 50c to 87c.
Boys' 2 and 1 Rib Heavy Worsted Hose, double heel and toe, sizes 6½ to 10, a pair. 65c to \$1.00.
Children's Black Cotton Hose, old stock and old dye, 1 and 1 rib, sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½. Priced at a pair. 15c, 20, 25c.
Shetland Floss, white, red, grey, purple, old rose, delft blue, light blue. Price, per skein. 20c.
Sport Yarn, Botany, knitting, heavy sweater yarn, grey, blue, navy and black; 2-oz. skein. 65c.
Double Knitting 3-Bee Yarn, heavy sweater yarn, purple, wistaria, heather, khaki, grey, tan and linen; 2-oz. skein 60c.

AUTUMN CALLS FOR KID GLOVES

Ladies' Fine French Kid Gloves, in shades of tan, black and white. \$2.00, \$2.25.
Ladies' Chamoisette, white, natural, mastic, grey, with or without contrasting points, all sizes. Pair. \$1.25.
Ladies' Kayser and Queen Quality, Heavy, Double-Tipped Fall and Winter, silk, in white, pongee, grey, dark brown, black, all sizes. \$1.25, \$1.50.
Ladies' Cashmerette, Fleece-Lined, white, black, grey, all sizes. A pair. 60c.
Children's Chamoisette Gloves, in white or natural, sizes 3, 4, 5, 6. 85c.
Children's Lisle Gloves, white only, pair. 50c.

239, 241, 243 Dundas St.

Smart Styles in VELOUR COATS



Our stock offers an extra wide choice of styles in this very popular material. Burgundy, Taupe, Brown, Navy and Black, \$29.75, \$32.50, \$35.00 to \$50.00.

Fall Suits in Wanted Materials

Serges, Cheviots, Velour, Gabardine and Tricotine \$32.50 to \$100.00.

Serge Dresses

Embroidered and braided. Black, Navy, Brown, Green and Taupe, \$13.95 to \$45.00.

Brick & Dundas

138 DUNDAS STREET.

JIMMY COON STORIES

By Dr. Warren G. Partridge.
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HOW TEDDY POSSUM'S PRANK WORKED OUT.

It was very comical to see Snapper, the Snapping Turtle, stuffing himself under water, with that nice fat trout, which he got at Teddy's Possum's birthday dinner party. You never saw Snapper hurry so, in eating a fish! Why was this, you ask. Because Snapper must hurry and get back to the table at Teddy's house, and finish his dinner. You know there was lots to eat, and the fish was only the first course. And Snapper, under water in Mirror Pond, kept his eye on Jimmy Coon, who was on the bank still scrubbing and washing his big trout, which he got at Teddy's dinner party. But soon Snapper looked up through the water, where he was eating his fish, and he saw Jimmy Coon stuffing himself with his trout. Now it was a great race to see which could finish his fish first, and get back to the table to help eat all those nice things at Teddy's dinner party.

But Snapper ate his fish first. You see, he was not so fussy as Jimmy Coon, and he didn't wait to scrub and wash his fish, before he began to eat it. And it was laughable to see Snapper scramble up that bank, and start on the run to get back to the dinner party, before everything was eaten up. And Snapper also wanted to get there before Jimmy Coon. I wish you could have seen Jimmy Coon hurry to finish that fish before Snapper got there.



WHEN You Want Flowers, Think of WESTFLORAL COMPANY
Phone 2187, 349 Dundas Street, 2nd.

SOCIAL AND PERSONAL

Readers Are Invited to Phone All News of This Kind to the Society Editor, 3670.

Mrs. J. B. Kennedy of Bradford has returned to her home after a pleasant visit with Mr. and Miss Duff of Princess Avenue.

Mr. and Mrs. James P. Kerrigan have returned from a motor trip through New York State.

Mrs. Decker of Edmonton is the guest of her sister, Mrs. John Diprose, the highway.

Mr. I. Walker of Montreal is visiting with his mother, Mrs. J. S. Walker, Maple street.

Mrs. W. E. Ross has returned to Toronto after visiting Rev. Mr. and Mrs. H. G. Feyer.

Trials of Washday. Slow But Sure: Who wrote the Mail-Box about trials of washday, please send me your address. I have a communication from a reader, "Home-maker's Friend," who wishes to correspond with me in regard to her method.

Sparkling Glassware

is the pride of every housewife who takes an interest in her home. Hard water leaves a "mist" or "film" on the tumblers and cut glass, which robs them of their beauty and brilliancy.

Taylor's BORAX SOAP will make your glassware glitter and sparkle like new, because it softens the water and dissolves the "film" as if by magic. Wears away slowly, lathers freely and cleanses thoroughly. Order a trial bar TO-DAY. Sold everywhere. 47-D



Page of Interest to Women Readers

CYNTHIA GREY'S MAIL-BOX

A Young Pickler.
Dear Miss Grey,—I saw in the paper a few days ago that your scissors were dull and you had to get them sharpened. I hope they are not dull again, as I wish to get the stocking foot pattern.

I will give you a small hint in pickling. My mother is a very poor hand at pickling and preserving, so that leaves me to do it all after I come from school in the evening and on Saturdays. When doing green pickles always use, as this takes the water taste off them. Yours, A. LOVER OF FLOWERS.

P. S.—What do you think of my writing for a girl of 11?

Ans.—You are a smart girl to be able to do all the pickling and preserving, but I could not but wonder how you learned the art. Did the knowledge come by instinct?

You write very well for your years, but watch your grammar and spelling, my child.

Over the Garden Wall.
Dear Miss Grey,—I have quite a few fruit trees in my garden, and several trees hang over my neighbor's lot. I have taken a lot of pains with these trees in order that they would give me their full share of fruit. My neighbor has informed me that he is about to gather all the fruit which hangs over his ground. I have been liberal with my fruit crop and given quite a lot away to those who have no trees, including this particular neighbor, and I think it quite unreasonable for him to make such a demand. I am quite willing to do what is right, and would be glad of advice through your column. Faithfully yours, A. READER.

Ans.—Your neighbor can lay claim to the fruit overhanging his lot, though he must not in any way damage the trees.

Everlasting Flowers.
Dear Miss Grey,—Would you or some of your readers tell me whether the frost will kill everlasting flowers? If I cover them well? I have a large bouquet now and all flowering. I have a large quantity of them. I will sign myself, FAIRMETTER.

Ans.—This query referred to roses. Maybe some lover of old-fashioned flowers may be able to advise Fairmetter?

But Come Back Again.
Dear Miss Grey,—I see where G. R. W. was wanting the words of the "Mis-souri Waltz," and I have both music and words. Am sending the words on to her. Well, I must be going. LAMPTON'S 140TH BATT. GIRL.

Ans.—Being clumsy? Why you have just arrived. You will call again though before long, I hope.

Wanted—A Baby.
Dear Miss Grey,—I am alone, and my husband is a soldier, and I would like to adopt a baby 6 ft. with fair hair and blue eyes, about two or three weeks old. I will give it a good home, as I have children of my own. I will be patiently waiting. Write me the New-Box every success. I will sign myself, LONESOME MOTHER.

Ans.—It's a long time since I have seen a woman in the world there's a blue-eyed baby girl holding just such lovely looks as this woman can bestow. A "wireless" to C. G. will obtain her address.

A Funny Old World.
Dear Miss Grey,—I am a reader of your paper, and how I love to read the letters! I love to read the Daily Bible Club. I think that I can help you to finish his work. I just often have wondered if this world was as God wishes, but it is a funny old world. I think it will change soon. I think we will have to sacrifice more than what we have yet. I don't say all of us, but a lot of us.

If Never Ready would get a bottle of Parker's catnip flavoring and make her catnip just like the recipe. She could not tell it from the "boughten." Here's a good corn recipe: Out from whole corn, one cup, one pint hot water; boil five minutes, put in scalded cream and salt. When ready to use add all liquid, rinse in cold water, set where it will heat gradually, then boil five minutes; drain again, then season to suit the taste.

Cheep and Good Vinegar.—To eight gallons of clear rain water add three quarts of molasses, turn the mixture into a clean, light cask, shake it well two or three times, add two yeast cakes, three in a warm twelve in ten to twelve days add a sheet of brown wrapping paper smeared with molasses and have two narrow strips. You will soon have good vinegar. The paper is necessary to keep the "mother" or life of the vinegar.

Well, Miss Grey, have any of you people ever seen a white chipmunk? I can't find one.

Like Mother to Son.
Dear Miss Grey,—I must thank you for forwarding the mail to me re knitting of mittens. Thank you so much. In hope, for copying the song, also for the nice note you sent with it. I would have written you personally if you sent me your address. Thank all the willing readers who offered to knit for me. I am sure I shall have a lot of work. What a nice letter M. O. S. B. wrote.

Miss Grey, could any reader send me the words of three old songs? One is called "Pass Under the Rod," another "The Grey's Warning" (I have the answer to it), and a piece called "You and I." I would be much obliged. I am very fond of singing, and my children to sing to them before bedtime they will do anything for me. Here is a recipe we like.

Pepper Relish.—One large cabbage, four onions, six peppers (three red, three green); put all through chopper, sprinkle half cup salt over, let stand overnight, next morning wash and two cups brown sugar, one-half cup mustard seed, one tablespoon celery seed, and vinegar to cover. It is then ready to use, and is good.

Miss Grey, I see so many asking for lonely soldiers' addresses. I will send my brother's again. I had one brother killed lately. One is in France, the other in Ireland. They have had letters, but no smoke or notice, and that is what they need this winter.

Ans.—Bonnie's letter and requests are passed on to our readers.

How About It?
Dear Miss Grey,—I am coming to bother you again. I sent you a stamped addressed envelope about two months ago, asking for the recipe like Irene and I. I have never received any. If they are too busy to copy them off, if either will send them to me, I will do so, and return them to her if she sends her address. Thanking you for your trouble.

Ans.—Poor's envelope is still picnicked, awaiting the said recipients. What shall we do about it, U. J. and Irene?

C. I. A.'s Recipes.
Violet Cake.—Two eggs, ¼-cup butter or ¼-cup of substitute, ¾-cup of cooked raspberries, 1½ cups flour or 2 cups ¾-cup raisins, ¼-cup sugar, 1 teaspoonful of soda. Chocolate icing.



Advertiser Patterns



A Smart Suspender Dress.
2601—This is lovely for combinations of material or remodeling. Serge, gabardine, plaid or check suiting would do for the skirt and crepe, lawn, madras or drill for the waist. The model is nice for velvet and silk, or serge and taffeta.

The pattern is cut in four sizes, 6, 8, 10 and 12 years. Size 10 requires four yards, 25-inch wide material.

A pattern of this illustration mailed to 257 address on receipt of 10 cents in silver or stamps.

Please send above-mentioned pattern as per directions given below:

Name.....
Town.....
Province.....
Age (if child's or miss's pattern).....
Measurement: Bust..... Waist.....

Caution: Be careful to increase the above illustration, and send size of pattern wanted. When the pattern is sent, please, you need only mark 35, 34 or whatever it may be. When in waist measure, when miss's or child's pattern, if a skirt, give waist and length. When waist or child's pattern, give waist and length. When in skirt, give waist and length. When in skirt, give waist and length.

Have: I know who has one. I will sign my name. RED ROSIE.
Ans.—One of the Paperette may have met a white chipmunk in their travels. But I have not. It would be quite a curiosity, I think.

Thanks for your "economy" recipes.

Grate chocolate, put on fire and melt. Cool, mix with 1 cup rice cooked tender. 1 small onion, ½-cup asst. pepper and salt, 1 teaspoonful celery salt.

Was the Lucky One.
Dear Miss Grey,—Many, many thanks for the song that the readers so kindly sent me. I suppose the readers wonder if "Anxious Mother" got a place for her little girl. Well, I must say I was the lucky one. Good wishes to the Mail-Box, and Miss Grey, I remain as ever, A. LOVER OF CHILDREN.

Ans.—"Anxious Mother" inches the little's picture for me to see. She is a bright-looking little lady, and appears to feel quite at home amid her new surroundings.

War Charities Act.
Dear Miss Grey,—Will you kindly advise through your columns as to whom to apply for a certificate under the war charities act? That is, for patriotic purposes. UNSIGNED.

Ans.—Apply to chief of police.

A "Thankful" Letter.
My Dear Miss Grey,—We are getting such good war news. The harvest is plentiful, fruit abundant. The weather is good, and the styles are improving! It seems to me that we all of us should endeavor to find out what is brimming over with joy in these days.

This war, with all its horrors, will do us good, each and every one of us, if we learn to be kinder and more thoughtful of others, more just and kind to "our neighbor," the one whom we can help, whether he or she be a next-door neighbor or one who is far away in some distant land. I have thought: So many times of the Hindu widows, are these poor widows being treated well? Do you suppose that some minister reader of this page could find out for us how they are faring? I am sure each of us would like to hear about them. It seems to me that England and America should finance them if they need help of this kind.

While visiting in Canada I read your department with pleasure and interest. I am a Canadian, living in America, and so will sign myself, respectfully, C. I. A.

Ans.—Your letter gives us all some-thing to think of something quite worth while. We are so apt to get wrapped up in our own little joys and sorrows we forget about other folks who may be soul-hungry for a little sympathy. If I get the least opportunity I shall endeavor to find out what provisions, if any, the British Government is making for Hindu war widows.

We'll welcome a letter from you at any time. Am publishing your replies separately.

"Britannia's" Kindness.
Dear Miss Grey,—Please find inclosed some coupons for the paperette who is trying to secure a wheel for a sick boy. I have forgotten her pen-name.

Ans.—I am very pleased to send these on to "Lonesome Reader," and please accept gratitude, "Britannia."

For American Soldiers.
Dear Miss Grey,—I have been informed that it is impossible to send boxes to American soldiers in France. Would you please let me know through your page if this is so, and also if there is any possible way of doing so through the Red Cross? Your sincerely, A. READER.

Ans.—The postoffice here informs me that boxes cannot be sent to American soldiers unless they send a request for such. The request has to be signed by a commanding officer, and when sending the box request has to be inclosed, and it has to be stated on outside of box that request is inside. It would not be possible to send packages for American soldiers through the Red Cross.

BOTHWELL.—The Women's Institute used a novel method to obtain funds for the overseas boxes for the boys from that town. Fruits, cakes, vegetables and various articles were donated and sold at "The Country Store." The store proved most successful, and the Institute realized a nice sum for their patriotic work.

TILLSONBURG.—The weekly meeting of the Avondale Presbyterian Young Ladies' Guild was held at the home of Mrs. J. A. Darrow. Since the war the young ladies have knitted socks, sweaters, etc., and packed and mailed over 500 boxes for Tillsonburg boys, regardless of need or denomination without one cent raised by subscription and all earned through teas, socials and weekly collections. The boxes, now being forwarded, will be Christmas.

At the conclusion of the regular business Miss Olive Purdy, treasurer, was presented with an ivory set, the address being delivered by Mrs. Walter Wells, and the presentation was made by Miss Edith Brady, to which Miss Purdy amicably replied. The young lady, who has been a great church and patriotic worker, is leaving with her family to reside in St. Thomas. Mrs. Roy A. Darrow was elected to fill the vacancy as treasurer.

New and Correct Toggergy For Your Thanksgiving Outing Will Greatly Enhance the Pleasures of the Day

The Hat

Millinery Department, Fourth Floor.
Everything that is new and striking in styles and materials is shown in our charming collection of Autumn Hats, new dress and tailored models. All moderately priced.

The Suit

Ladies' Ready-to-Wear, Third Floor.
Man-Tailored Ladies' Suits
Of wool gabardine, well lined and trimmed, colors black, navy and brown. Price consistent with quality\$45.00

New Waists

Third Floor.
GEORGETTE BLOUSES
in embroidered or fancy tucked fronts, white, maize, flesh, grey, Nile and navy. Prices from\$5.50 to \$8.00

HABUTAI BLOUSES
Tailored style, with high or low collar; colors ivory or grey. Price\$5.50
Wash Satin Blouses, in white, flesh and peach\$4.75

Sweaters

Third Floor.
LADIES' SWEATERS, all wool, with sailor or shawl collar, brushed wool or plain knit, all shades and sizes. Prices \$3.00, \$3.50, \$4.00, \$4.50, \$5.00 and \$5.50.

For the Kiddies

Third Floor.
Teddy Suits in popular shades of brushed wool or plain knit. All sizes.

Ladies' Salts Baby Lamb Coats

Italian cloth lined and interlined, fancy belt and convertible collar, sizes 38 to 44. Price\$35.00

GRAY'S LIMITED.
Agents for the Ladies' Home Journal Patterns.
140 DUNDAS STREET
Phones 115, 116.

Ladies' Collars

Main Floor.
LADIES' SATIN COLLARS, roll, tuxedo or sailor 75c to \$2
PIQUE COLLARS, roll, tuxedo or sailor. 75c, \$1.00 and \$1.25

Handkerchiefs

Main Floor.
LADIES' FANCY MUSLIN HANDKERCHIEFS, with white or colored border and white or colored embroidered corners. Prices, each15c, 25c, 30c, 35c and 40c
LADIES' FANCY LINEN HANDKERCHIEFS, embroidered corners. Prices, each35c to 50c
KHAKI CAMBRIC HANDKERCHIEFS. Prices, each15c and 20c
KHAKI SILK HANDKERCHIEFS. Prices 15c, 20c each
KHAKI SILK HANDKERCHIEFS. Prices, each75c to \$1.50

Ribbons

Main Floor.
TAFFETA RIBBON, good quality, in fancy or plain colors, width five inches. Price50c yard

Cam'soles

Third Floor.
NEW CAMISOLES of wash satin, trimmed with lace and insertion, ribbon shoulder straps, colors white and flesh. Prices\$2.50 and \$2.75

Yarns

Main Floor.
NEW SWEATER YARNS, colors rose, copen and paddy green. Price\$4.00 lb

Gloves

Main Floor.
PERRINS' FINE GREY SUEDE GLOVES, two domes. Price.....\$2.50 pair

KAYSER CHAMOISETTE GLOVES, perfect fitting, two domes, colors grey, mastic, natural, white or black, with self or black points. Price.....\$1.25 pair

PERRINS' FRENCH KID GLOVES, finest quality, black with self points and white with self or black points, two domes. Price\$2.50

PERRINS' WASH CAPE GLOVES, finest quality, pique sewn seams, in the new shades of Havana brown and grey, with self or black stitching.....\$3.00 pair

PERRINS' WASH CAPE GLOVES, in mastic, white and khaki, with black points. Price\$2.50 pair

KAYSER SILK GLOVES, heavy weight, double tipped, in black, white, brown and pongee. Price\$1.50 pair

LADIES' FINE SILK HOSE, full fashioned, lisle tops, heels and toes, white with black clocks and black with white clocks. Price\$2.50

LADIES' SILK AND FIBRE HOSE, Gordon make, full fashioned, seamed back, colors white, black, brown, tan, pearl grey and dark grey. Price.....\$1.50 pair

LADIES' FINE BLACK CASHMERE HOSE, full fashioned, spliced heels and toes, sizes 8½ to 10. Price.....\$1.00 pair

LADIES' CREAM CASHMERE HOSE, all wool, full fashioned, spliced heel and toe. Price\$1.25 pair

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NON RUSTABLE D & A CORSETS

Comfort—Support—Style

D & A Corsets suit you better than imported ones costing twice as much, because the D & A Corsets, made in Canada, are fitted on Canadian models.

The best features and styles of the latest foreign corsets are improved upon to meet Canadian conditions, and the customs duties and heavy freights which double the cost of you of imported corsets are avoided in the D & A Corsets.

There is a style for every figure—Ask your corsetier.

DOMINION CORSET CO., QUEBEC—Manufacturers of Toronto.

Makers also of La Diva Corsets and D & A "Good-Shape" Brassieres

Patriotic Western Ontario

Address All News for This Column to the Editor of the Women's Page.

BOTHWELL.—The Women's Institute used a novel method to obtain funds for the overseas boxes for the boys from that town. Fruits, cakes, vegetables and various articles were donated and sold at "The Country Store." The store proved most successful, and the Institute realized a nice sum for their patriotic work.

TILLSONBURG.—The weekly meeting of the Avondale Presbyterian Young Ladies' Guild was held at the home of Mrs. J. A. Darrow. Since the war the young ladies have knitted socks, sweaters, etc., and packed and mailed over 500 boxes for Tillsonburg boys, regardless of need or denomination without one cent raised by subscription and all earned through teas, socials and weekly collections. The boxes, now being forwarded, will be Christmas.

At the conclusion of the regular business Miss Olive Purdy, treasurer, was presented with an ivory set, the address being delivered by Mrs. Walter Wells, and the presentation was made by Miss Edith Brady, to which Miss Purdy amicably replied. The young lady, who has been a great church and patriotic worker, is leaving with her family to reside in St. Thomas. Mrs. Roy A. Darrow was elected to fill the vacancy as treasurer.

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BOTHWELL.—The Women's

EIGHT

LEVINSKY TO CLASH
WITH JACK DEMPSEYNext Big Heavyweight Bout
Scheduled for Phila-
delphia.

NEW YORK, Oct. 3.—Another change has been made in the proposed heavy-weight bout between Jack Dempsey of St. Louis and Levinsky of Philadelphia, according to reports from Philadelphia. The contest is now scheduled for October 3, 1913, at the Philadelphia A. A. of Philadelphia for the night of October 3. It will be for six rounds, the limit allowed by the new governing boxing regulations in this country.

Originally the match was arranged to be held yesterday afternoon at the Philadelphia American League Baseball Park. This arrangement fell through for some unknown reason and the contest was then shifted to the National A. C. of Philadelphia for October 3. Recently, however, differences arose between the promoters of the bout, and the change was made to the Philadelphia A. A.

This decision in the matter of promoting the bout has caused the principals to remain in the ring with the stipulated six rounds. Clay Turner, the Indian light-heavyweight, recently demonstrated in a bout against Levinsky that the Bridgeport veteran is far from the better who dazed his opponent and spectators a few years back with his brilliant ring work. And against Dempsey's rushing style it is problematical indeed whether Levinsky will hear the bell for the sixth round.

WOODSTOCK AND STRATFORD
DROP OUT OF THE O. R. F. U.

London and Sarnia Only Teams Desirous of Playing Union
Football—Local Fourteen Practically
Chosen.

Woodstock College is the latest institution to dampen the hopes of local football players. Word was received from Secretary Hewitson of the O. R. F. U., yesterday to the effect that Woodstock had dropped out of the league. Furthermore, the secretary announced that Stratford could not be prevailed upon to enter, which will reduce the series this fall to a two-team group—Sarnia and London. St. Thomas may come in the league, but the chances are small.

Another factor which may be the source of putting Sarnia out of the running is the date set for the first contest between the border city aggregation and London. It is known that the Sarnia Collegiate is averse to playing the locals on the 25th of the month. The first game of the season locally will be an exhibition match with St. Thomas and London on the 11th, and the return battle will be a week later, making it impossible to play Sarnia earlier than the 25th. Should the latter drop out London will probably play in the Hamilton-Toronto series, as a Western Ontario group will then be out of the question.

MUTT AND JEFF—Mutt Ought To Give His Gas-Mask To The Germans.



GREATEST REVOLUTION IN FIVE CENTURIES TO COME IN WESTERN ASIA

Turkish Empire Now Crumbling Before the Eyes of the World—Allenby's Victory One of Momentous Events in Western Asiatic History.

BY FRANK H. SIMONDS.
(Copyright, 1918, New York Tribune, Inc.)

NEW YORK, Oct. 3.—The struggle for Northern France and Belgium, and the astounding change in the Balkan situation, have served to distract attention from the very great events in Asia-Minor, and in Syria, yet it is hardly too much to say that the consequences of Allenby's victory in Palestine may include the greatest revolution in five centuries in Western Asia. This means that Palestine, Syria, Mesopotamia and the Arabian Littoral are lost to the Turk. It means more; at last the Turkish domination of the Arabian world has come to an end, and with the political goes the religious authority. The Ottomans have now lost all the holy cities of the Mohammedan world, Mecca and Medina are in the hands of an Arab sovereign, recognized by the Allies under the title of the King of the Hijaz.

When the war is over Syria, Mesopotamia, Palestine and the balance of the Arab provinces of the Turk will be definitely separated from the Turkish Empire.

Will Settle Armenian Problem. But there remains the problem of Armenia, and when the British armies have reached Mosul they will be able to send troops north of Diabek, Harput and even to Ezerum. Thus in a very real sense Allenby's victory has already insured the liberation both of the Arabian and the Armenian peoples. At no distant date we may hope to see the Turk thrown back into his own proper lands, those of Anatolia, peopled mainly by Ottomans.

But we are all of us more interested in the German than in the Turkish

aspect. The Germans planned to dominate Turkey, to control the Mohammedan world, through their control of Turkey, and to exploit the religious fanaticism of 300,000,000 Mohammedans to their own profit.

The Baghdad railway was to give the German-controlled Turkish empire power to command the Persian Gulf, to open the frontiers of Egypt and India. German dreamers saw in the plan thus outlined the foundation of a German supremacy in Western Asia and in Northern Africa. The pathway of Alexander the Great was to be opened for William II.

The dream has vanished. German communication with Turkey has been doomed by Bulgaria's collapse. Mittel-Europa, which two years ago extended from the Baltic Sea to Baghdad, is already being thrown back behind the Danube, and the recession is now certain to extend much further. But with Germany separated from Turkey it remains necessary to deal with Turkey now and for the future, that there may be no return of the German to Asia-Minor.

In this situation it is not as simple for the Turk to make peace as it was for the Bulgars. Bulgarians know that they must sacrifice Serbia, Greek and Rumanian conquests, but could expect to retain Bulgarian lands. The Turk, on the contrary, can expect to save relatively little of his still great empire. Not imperialistic ambitions on the part of his enemies, but the crimes of the Turk against his subject peoples have determined Allied policy.

In a very real sense, therefore, Allenby's victory promises to prove one of the momentous events of Western Asiatic history, and already a great empire is crumbling before our eyes.

SPANISH STEAMER TORPEDOED BY SUB

Madrid, Oct. 4.—The Spanish steamer Franco has been torpedoed by a German submarine, according to an announcement made by the minister of marine.

Big Hardware Sale

Our Entire Stock Is To Be Sold Out In the Shortest Possible Time

Everything is marked down. We can save you money on everything you need in Hardware.

HYSLIP BICYCLES.
1918 Models.
A few only left to clear. All makes of bicycles have advanced \$7.00 within the last month. Our price has dropped \$5.00, making a saving of \$12.00 on each wheel.

STEEL BOX WAGONS.
Reg. \$2.25 for \$1.87
Reg. \$3.75 for \$3.17
Rubber Tires.
Reg. \$4.25 for \$3.49

BUSTER BROWN WAGONS.
No. 1 size. Regular \$4.50 for \$4.00

ROLLER SKATES.
Reg. \$1.25 and \$1.50 for 73c

FOOD CHOPPERS.
Reg. \$2.25 for \$1.97
Reg. \$2.75 for \$2.49

ROLLING PINS.
See our big, hand-turned Rolling Pins. Will never wear out. Regular 30c for 23c

FURNITURE POLISH.
Liquid Veneer and Re-nu-all. Regular 25c for 15c
Regular 50c for 36c

ALL GOODS CASH AND CARRY. REMEMBER THE PLACE.

London Hardware Co.
WESTMAN'S OLD STAND. 121 DUNDAS STREET.

To Prevent Headaches Take

**ENO'S
FRUIT SALT**

HEADACHES! What woman isn't subject to them? Some frequently. Others less often. But, in any case, if the womenfolk would only follow the example set by their husbands and brothers in the use of Eno's "Fruit Salt," they too, would escape the annoying, painful headaches caused by a lazy liver or deranged digestive system. Made of the stimulating and refreshing elements of ripe fruit juices, Eno's rouses the torpid liver to fresh activity and cleanses and invigorates the whole digestive and eliminative tract. A headache has no show where Eno's is.

All druggists sell "Eno's."

Prepared by
J. C. ENO, Limited, "Fruit Salt Works," London, Eng.
Sole Agents for North America
J. D. RITCHIE & CO., Limited, 10 McCaul St. TORONTO



Society Brand Clothes
O.A.D.C.

Chamois-Lined Ulsters \$35.00

A special line worth fully ten dollars more.

MOTORING ULSTERS \$9.50 and \$13.50

We have been fortunate in securing over three hundred heavy Driving Ulsters at a fraction of their value. Sizes 36 to 44; assorted colors.

DOWLER STORES FOR GOOD SHIRTS

Choice patterns, lots of style; Cluett, W. G. & R., De Luxe, Forsythe, Star, Regal, and other good makes.
\$1.00, \$1.50, \$2.00, \$2.50 and up to \$7.50
Cambrics, madras, near silk and pure silk.
Stay-In-Night Pyjamas; flannel, cotton, nainsook and silk. We show them all. Per suit \$1.50 and up to \$7.00
Men's Nightgowns. All the best makes, cheaper than you can make them \$1.00 to \$2.00

8,000 Pairs Men's Trousers

\$1.68, \$3.00, \$3.29, \$3.50, \$3.75, \$4.00, \$4.50, \$5.00, \$6.00, \$6.50 and \$7.50.

Save a good suit. Buy an extra pair now while our stocks last. You cannot equal these values anywhere else.

New Fall Hats

The finest showing in Western Ontario, \$3, \$4, \$5 to \$7.

All the Best Known Makes.
BORSALENO.
BENNETT.
KING.



Mr. Workingman, be economical. See our values before you buy. We save you ten to twenty per cent on your work goods. Better investigate. We carry all the best makes of Overalls, Work Shirts, Mitts, Socks, Caps, Hats, Trousers, Union-Aalls, Dusters, Work Coats, Sheep-Lined Coats, etc.

R. H. & J. DOWLER, Limited

London St. Thomas Windsor Sarnia

CONCERT IN COSTUMES OF ALLIES DREW BIG CROWD AT LAMBETH

LAMBETH, Oct. 3.—A Trip Among the Allies, an entertainment provided by the Excelsior boys of Lambeth, Wednesday night, drew a very large crowd of patriotic citizens from all parts of the township, and also from London. The Walker, were highly complimented upon the success of their efforts. The booths of the different allied nations were resplendent with the national colors of each. Italy was particularly noticed with its beautiful palms and bay costumes of the Italian ladies. Canada, the land of the maple, was typical of our Canadian autumn, and Ireland was very much in evidence with its shamrocks and handsome Irish costumes. Belgium, the land of art, and France, beauty, were fully represented, each country serving the viands peculiar to its nationality.

Little Miss Hildie, Barrie made a dainty Red Cross nurse, fitting her services to the Belgian booth.

The program was of a very high order, commencing with "Britannia,"

played by Mr. Roy Davidson, accompanist, in his usually brilliant style. To the stirring chorus Miss Berles, land, mistress of the seas, wearing a land costume and bearing in her hand a miniature man of war. She was attended by Master Jack White of London in full costume as Jack Tar. Miss Anderson's singing was a delight.

Miss Josie Campbell and Mr. Lew Christian, in full Kittie costume, gave two duets in splendid form. Fred Soper, Lambeth audience and representing Him Back to Me with a feeling that touched the large audience, and a full demonstration of his ability as a singer of merit.

Miss Alice Carley as "Miss Canada" sang "Land of Mine" in excellent voice. She was beautifully costumed and carried a sheaf of wheat. The chorus of Mr. Christian, Miss Pearl Page and Miss Eva Vandellinger, who were always at their best. Miss Vandellinger sang "Le Marcellaise," the French national anthem, and Miss Page rendered a

Japanese love song in fine voice. Miss Ryan, a returned missionary who is visiting, sang in English, Irish and French, and was well upheld by Mrs. Sharon Kelly, who gave an Irish reading which was thoroughly enjoyed. A patriotic maple leaf drill and chorus by five little girls gave promise of future artists. Daisy Bourne, Shirley Walker, Hazel Routledge, Sadie Harrison and Flora Jones all looked charming in their appropriate costumes. Not the least important item was a chorus composed by Mrs. Fred Hayes for this special occasion. It was clever and the boys' efforts were more than appreciated. Rev. S. Anderson presided. The proceeds were beyond expectations and the whole went toward Red Cross and class improvements.

EXHIBITS LARGER THAN FORMERLY AT THE DOWLER FAIR

THE DOWLER FAIR, Oct. 3.—The second day of the Theowler fair was a grand success financially. The exhibit was as large as in former years, and in some classes larger. The exhibit was a feature, seven schools being in the march. The St. Paul's school

look first prize, representing "Wartime Gardeners." The Port Frank school took second. The "Fishermen and Fisher Lassies" The Henderson Juvenile Highland Band furnished music, headed the parade, and gave a concert in the evening to an overflowing house.

PREPARING FOR FAIR IN WEST MCGILLIVRAY

ALISA CRAIG, Oct. 3.—West McGillivray is making big preparations for the world's fair, which will be held on Tuesday, October 8. The secretary, Oliver Amos, is trying to have this the best fair yet. The Beechwood play, "Deacon Dubs," a three-act comedy, has been secured for the evening, and will be assisted by the Red Cross orchestra of Alisa Craig. This fair is always considered a good one.

The Chautauque, which has been given so successfully in most towns of Ontario, will be started in the town hall here on Monday evening, October 7, by the Saxons in a novelty program, month will be given. Course tickets are being sold by the committee of men given to the Women's Institute and the Young Ladies' Club. A big crowd is expected.

**Trials of Recent Weeks
Too Much for People, Is
Wail of Cologne Paper**

AMSTERDAM, Oct. 3.—Referring to the effect of the Bulgarian surrender in Germany, the Cologne Volks Zeitung says: "The country falls, then the front goes down also. The trials which have befallen us in the past few weeks are too much for the people to bear after four years of hard fighting, with the support of faithful allies."

The Volks Zeitung beseeches the Almighty "not to make it too hard for us," for in its view there is nothing holier than Germany fighting for life.

ALISA CRAIG MAN, BURIED.
ALISA CRAIG, Oct. 3.—The death occurred of George Lee at his home at Maple Lodge Tuesday after a lingering illness of some months. The deceased is a son of Mr. and Mrs. George Lee, Clonaboye, and was in his 34th year.

MUCH SUGAR HOARDING IS FOOD BOARD'S VIEW

OTTAWA, Oct. 3.—The food board says that during the last three weeks the following quantities of sugar have been shipped to wholesale and retail grocers: Ottawa, 1,250,000 pounds; Hamilton, 1,717,000 pounds; Montreal, 2,825,000 pounds; Toronto, 3,253,700 pounds; Calgary, 1,010,000 pounds. Judging from these quantities of sugar going to the private consumers of household hoarding going on, which should stop at once.

Whole grocers are plainly informed that unless they procure sugar coupons from the Canada food board by October 15 they will be unable to get shipments of sugar from the retailers.

Dowler Stores Style Exhibit of Men's, Young Men's and Boys'

Fall and Winter Apparel

The style resources and the purchasing advantages of this firm surpass all others because of the significant prestige manufacturers strive for in representation of their productions in our four live stores—St. Thomas, London, Windsor and Sarnia, where Western Ontario's best dressers have an opportunity to observe and to try on the different models from the world's most noted designers.

HUGE STOCKS, NO SCARCITY, ENDLESS VARIETY, PURE WOOL FABRICS, UNEQUALLED VALUES

REMARKABLE VALUES IN DRESS AND DRIVING OVERCOATS. MOST BEAUTIFUL CHOICE OF NEW AUTUMN AND WINTER

\$13.50 to \$85 MEN'S and YOUNG MEN'S SUITS

Scotch, English, Irish and Canadian fabrics, pure wool and fast dyes.

YOUNG MEN'S ULTRA STYLISH OVERCOATS.
\$19.50, \$22.50, \$25.00, \$27.50, \$30.00, \$32.50, \$35.00, \$37.50, \$45.00, \$47.50 and \$50.00.

In our Society Brand 20th Century Brand, New Era Brand and Style Craft you have the assurance that every best fabric and style is here. New double breasted, smart styled Ulsters of medium lengths, have belt and two-way collar, with many special novelty features, body-fitting, close waist, full hip coats, for medium slims; also the dressy Chesterfields, always correct. Many other correct and striking models are in this great showing.

NEW FALL NECKWEAR.
A magnificent showing of rich, exclusive silk Neckwear, 50c, 75c, \$1.00, \$1.50 and \$2.00

Early Fall Overcoats and Raincoats for Men and Young Men

Our showing for this season includes many striking patterns and attractive values; the new vulcanized raincoats, with their heavy Scotch tweed coverings are very smart. We show many excellent values in raincoats, \$13.50, \$16.50, \$19.50, \$22.50 and \$25.00. Other lines from \$5.00 to \$12.50
Top Coats in Chesterfields, Belters, Body-Fitter, etc., excellent values at \$13.50, \$16.50, \$18.00, \$20.00, \$25.00, \$30.00, \$35.50
HIGHEST GRADE OVERCOATS ON THE CONTINENT.
Sold in all big American cities at from \$150.00 to \$200.00. Featured by the Dowler stores at \$45.00 to \$85.00.

Try where you like; pay what you please—we defy the highest class tailors on the continent to produce fabrics like we show here, in beautifully blended colors; great big boxy ulsters, satin lined, exceptionally well tailored. Mr. Gooddreser, see these.

50c Silk Soft Collars, special each 39c

A NEW FEATURE! STOUT MEN'S OVERCOATS
We are featuring this season a correctly modeled Stout Men's Overcoat in suitable fabrics. Men of oversize should investigate the merits of these garments; very reasonably priced \$25.00, \$27.50 to \$35.00

BRITISH BLUE SUITS.
Pure wool, fast dye, blue or black suits may be scarce in most stores, but you'll find us well prepared to serve with better values than you really expected to see. These values cannot be duplicated. Early buyers will be the wise fellows this year. We show all the latest models, including the new welt seam waist line, S. B. and D. B. models, plenty of regulars for the more conservative dressers, also stouts, stabs and long.

MEN'S ENGLISH TWEED SUITS \$13.50, \$16.50.
We have a splendid showing of these heavy tweeds, dark shades, well made suits, much underpriced; sizes run from 36 to 44.

Suits for stout men, short men, men of regular build. We invite you to visit any of our stores. You'll find us well prepared to serve you with values that you cannot duplicate elsewhere.

UNDERWEAR

Carloads of Men's and Boys' Underwear of the Best Makes.

Men's Merino Shirts and Drawers, all sizes. Per garment 85c
Men's fine natural wool Shirts and Drawers, all sizes, several ranges. \$1.65, \$2.00, \$2.50
Men's Fleece Lined Shirts and Drawers, several ranges 85c, \$1.00 and \$1.50
Men's heavy rib Shirts and Drawers, union and all wool \$1.25 and up to \$3.00
Men's fall weight Combinations, union or pure wool; garments of excellent quality; sizes 34 and up to 46, per suit \$2.39, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00 to \$10.00
Stanfields, Wolseley, Mercury, Penman's, Tru-Knit.

SALE OF MEN'S SWEATER COATS.
\$4.55 buys a \$6.50 Sweater Coat.
\$3.59 buys a \$5.00 Sweater Coat.
Hundreds of Sweaters and Sweater Coats to select from \$1.00 to \$13.50

BOYS' SKATER COATS.
We are well equipped with full stocks of these useful smart warm coats for romping boys. Our prices are much lower than you will be quoted at other stores. See us before you buy.

BOYS' STYLISH OVERCOATS.
We're piling in a great stock of Boys' Overcoats in smart manish styles; sizes to fit ages 2 to 17. Prices—\$3.65 and up to \$25.00, according to quality and size.

3,000 PAIRS BOYS' BLOOMERS—Sizes 21 to 36.
You will find Dowler Stores the best place to buy Boys' Bloomers. Greater selections, better quality. Lower prices.

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THE HIGH COST OF LIVING MAY BE REDUCED BY FOLLOWING THE HOUSEKEEPERS' BUYING GUIDE

Canada Food Board License No. 9-5418.



"2986, Please!"
Lady: "Hello, is that Burbanks' Meat Market?"
B.: "Yes."
Lady: "Mr. Burbanks, this is Mrs. Brown speaking. Do you remember the roast of beef you sent me last Saturday?"
B.: "Well, no, Mrs. Brown, we consider all our customers' best customers, therefore, we do not remember giving you any special cut."
Lady: "Really, Mr. Burbanks, the roast you sent me was the nicest I ever had, so I thought you surely had made a distinction on account of me being a stranger. Will you send me two ribs of the same quality of meat tomorrow, and I will be your steady customer."

Choice Prime Rib Roast Beef (rolled free), 30c to 33c
Choice Shoulder Roast Beef (bone removed), 25c, 30c
Choice Boneless Rolled Pot Roast (no filling), 22c
We Sell the Famous Genu's Easfirst Shortening. Get Your Supply Before the Price Goes Up.
A CHOICE SUPPLY OF CHICKENS AT ALL TIMES.
Delivery at 8, 10, 2, 4 and 8 p.m., to all parts of the city.

BURBANKS' MEAT MARKET 613 DUNDAS STREET.
PHONE 2986.
The Home of Quality Meats. Canada Food Board License 9-5418.

ENLIST NOW To Be a Successful Poultry and Stock Raiser

by using our pure, clean feeds. We have the best to produce eggs or fit for market. Eggs, butter and meat are high in price, and sure to advance. Prepare for winter laying and feeding as soon as possible. Put your poultry and stock in good condition, then feed properly, and results are sure to follow. Feed a poultry tonic or stock tonic in your mash feeds. We advise fattening poultry in crates for market. Get our strong chop or stock tonic in your mash feeds. Feed our hog and stock feed to fit your stock for the high and low market. There never was as much profit in feeding as at present. Get in the game and win. Just arrived, a car of shorts and hog feed. Call for prices. FREE ON SATURDAY—Two pounds best Rolled Wheat with 100 pounds poultry feed.

RIGNEY BROTHERS
THE LIVE-WIRE FEED STORE.
100 KING STREET. PHONE 425.
Canada Food Board License No. 9-2932.

GROCERS, IT WILL PAY YOU

TO ARRANGE WITH US NOW FOR YOUR SUPPLY OF STRICTLY FRESH EGGS, AS WELL AS SELECTED STORAGE EGGS, FOR YOUR WINTER TRADE. WE HAVE THE BEST QUALITY TO BE FOUND ANYWHERE.

FANCY DRESSED POULTRY

killed to order. Our Dressed Poultry is all carefully graded. Nothing but the best used in filling orders for our grocery and butcher trade. Remember, the best is none too good for your customers. Order your poultry early Friday from

C. A. MANN & CO., 78 King St. Phone 1577
Canada Food Board License No. 7-078.

Prepare For BULBS Arriving From Holland in a Few Days

50---CASES---50

TULIPS, HYACINTHS, CROCUS, NARCISSUS, DAFFODILS, JUNE LILIES, ETC.
The frost has blighted your flower beds. Remove all summer plants and prepare the soil at once for Perennials from Glen Maple Gardens and Bulbs from Holland.
Ask for catalogue. Mail orders invited.

DOMINION SEEDS, LIMITED
115 DUNDAS STREET. PHONE 550. MARKET SQUARE.

CLIFF ROBINSON'S QUALITY MEAT AND FISH SHOP

Our meats are of the highest quality, and satisfy the most particular people.
Breasts Spring Lamb, 25c
Shoulders Spring Lamb, 25c
Legs Spring Lamb, 35c
Lamb Chops, 35c
Picked Shoulders, 30c
Picked Hocks, 15c
Smoked Picnic Hams, 25c
Fresh Tenderloin, Calves' Liver, Spareribs, Tripe, Ox Tails, Calves' Hearts, etc.

EXTRA.
Choice Dairy Butter, 45c lb.
Creamery Butter, 55c lb.
Shortening our own make, 28c.
CHEESE, GREEN GOODS, FISH AND POULTRY.
PHONE 6186. 206 DUNDAS STREET.
Canada Food Board License No. 9-6364.

VEGETABLES

Eggplant, each, 15c
Hubbard Squash, each, 10c
Vegetable Marrow, each, 10c
Cauliflower, 20c and 30c
Celery, white, 5c and 10c
Celery Hearts, per bunch, 15c
Beets, per bunch, 5c and 10c
Carrots, per bunch, 5c and 10c
Cabbage, each, 5c and 10c
Onions, Yellow, per lb., 5c
Leaf Lettuce, crisp, 5c
Head Lettuce, 15c
Radishes, red, 5c
Endive green, curled, 10c
Tomatoes, Red and Green, 10c
Rhubarb, per bunch, 8c, 2 for 15c
Cucumbers, hothouse, 5c and 10c
Parsley, Watercress and Mint, 5c

MAIN & COLLYER
Telephone 2533 P. O. Box 275.

"THE CASH AND CARRY STORE"

Maple Leaf Salmon, 1/2-lb. tin, 24c
Cascade Salmon, 1-lb. tin, 24c
Ham, 4-lb. pack, 65c
Corn Syrup, 2-lb. tin, 23c
Corn Syrup, 5-lb. tin, 45c
Domestic Shortening, 5-lb. pack, 35c
Coded Raisins, 2 packages for, 25c
Unkist Seedless Raisins, 15c
Salada Tea, 1/2 lb., 25c

CRISCO, 1-Pound Tins, 30c
CRISCO, 6-Pound Tins, \$1.80
Campbell's Soups, 15c
Canada Food Board License No. 8-6165.

FRANK SMITH, MARKET LANE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

A Week of Fire Prevention

It's fine advice that Fire Chief Attkin has offered the citizens of London to hold a grand clean-up week this fall in the interests of fire protection. The sooner the better, before the ground in back yards and lanes gets too wet. The sooner the better, also, for the sake of next year's gardens. With the good news of Allied successes coming in every day, people are beginning to dare to hope that those gardens next summer won't be "war gardens," but "victory gardens" and "thrifty and good habit" gardens.

But to get back to the subject of a grand "clean-up" week. It is always much easier to coax than to scold the majority of humans into doing things they should do. Obviously, it is hard to call to the attention of London the fact that if, by any chance, it really does organize that clean-up week this year, it is just half a dozen years behind a number of western and other cities.

Canada. Out in the west country the rule has been to hold the clean-up week or day, as the case may be, in the early part of May. Then, everything is made spick and span for the summer months. But it isn't too late in the year to inaugurate such a rational, common sense, thrifty campaign in London.

Just think of the waste and the hardship of fire, and the folly of preventable fire, especially at such a time as this when all available resources of money and time and materials are required to carry on the war overseas, forward supplies to soldiers and Allied nations, and keep things running at home. A clean-up week of prevention is surely better than months of inconvenience and loss by fire that can never really be made up.

Think of the loss of life which fires have involved, right in London! Isn't that a strong argument for taking every precaution to prevent fires, not only through cleaning up back and front yards, but by seeing that chimneys are in good condition, and that no waste material is left lying around houses and cupboards which would cause fire to spread rapidly.

So far as back yards are concerned, the reason of stores are greater offenders in regard to untidy backyards and leaving about of combustible material than are the householders. The householders of London have a commendable amount of civic pride in this respect, and the backyard and vacant lot garden-fashions have done much to improve property. But, just take a peep into the backyards and laneways adjoining some stores!

SAYS IT CAN'T BE DONE.

The person who always sees lions in the pathway says that a clean-up week can't be done here.

"How are you going to manage it?" he asks, then proceeds without waiting to find out "it would be the old story. Some people would clean up. Some wouldn't. How would the city find out?"

Just the way other cities have enforced clean-up week and "found out." A clean-up day in a certain western city is vividly recalled. It was the first Friday in May, and a holiday was declared in the afternoon to afford business people and school children a chance to take a hand in the general tidying up. School yards were brushed and combed, and everybody worked, from father to mother, and everybody enjoyed it, and everybody worked, from father to mother, and everybody enjoyed it, and everybody worked, from father to mother, and everybody enjoyed it.

The next day a grand formal inspection was made by the mayor, members of the council, the fire department, and the board of health, newspaper reporters riding in the parade in order to tell the story.

The streets of that city have narrow lots, which are a defect, and, indeed, a crime in a roomy prairie country. On the other hand, because there is seldom a room beside the houses for a "right of way," a lane runs right down the middle of the block, dividing the backyards at the rear of the houses. It is an easy task to inspect backyards in regard to such circumstances, simply drive along the lane (when it isn't too bad going), and keep turning your eyes from left to right, and from right to left, like royalty and celebrity riding in a procession, and "looking pleasant" for the admiring populace.

Thoroughly inspecting London backyards would be considerable of a jaunt for one party. It would be necessary to divide up the civic officials into groups and map out routes.

About the health department. By the way, it was the medical officer of health who was in a large measure responsible for inaugurating the clean-up week in the western town. He held the view that cleanliness was not only next to godliness, but a real public health asset. He had a theory if it isn't too good to go, that in a sanitary condition there wouldn't be so many flies and mosquitoes. There weren't. In fact, there must have been several million less.

London can do anything that any place else can do, and best any place else at its own game. London just needs to be convinced that a thing is rational and feasible. London has also developed the ability to move surprisingly quick when it once takes a notion.

There is a possibility that London may have that clean-up week. Well, if it doesn't this fall, it may next spring.

BUT, WHY WAIT?

Fragments From the Canada Food Board "GROUND FLOOR, FRONT."

Funny thing, instead of rising like cream to the top, the educational department of the Canada Food Board is situated right down on the bottom floor. But this isn't any reflection on the work the educational section has done and is doing. Thinking up orders-in-council and licensing all manner of trades are supremely essential to keeping faith with the men at the front and the Allies, in order to ship as much as possible of vital foods overseas. But it is the educational department which has to tell to the Canadian public the straight truth about these things, compiled data, and presented in a manner which has put up to the individual conscience the question, "Am I, or am I not doing my part, back here on the peaceful support line?"

The publicity conservation section (second floor front), has worked hard in hand with the educational section, with the result that the educational messages have gone over the top and straight home to their objectives without waste of time in transit.

The educational section has pioneered and paved the way for new regulations, has patiently explained and filled the role of a "go-between" for the food board and the Canadian citizenship; has worked out the problems of conservation set by his majesty the food controller and his cabinet of experts; has reduced the scientific reports of the said experts into one syllable for the lay mind; and has gone right into people's kitchens to show people how to bake and stew and preserve in order to conserve. Want to know how to get the best results from your garden? Write and ask the educational section of the Canada Food Board. If the man who opens the mail isn't an authority on the subject, somewhere, up or down stairs in the food board building, someone is located who can tell him (or her) all about it. The "Dear Educational Section" to whom you address your correspondence, will find out all about it for you, or tell you where you can find out.

The publicity conservation section of the Canada Food Board could consider the educational section unimportant. Anybody who knows anything about the quantities of literature sent out, the original manner in which commonplace themes are treated, the way demonstrations at the autumn exhibitions have been organized, in fact, anything definite at all about the workings of this department, is rather inclined to stand in overwhelming awe of it. Just to think that small, human heads, round heads, long heads, heads with bumps, peculiar or otherwise, can hold all that the people who constitute that educational section know and can think up!

After all, it seems a rather fitting thing that the educational section should have first place right on the ground floor. Education, to an appreciable extent, has been responsible for the big increase in shipments overseas in the past year of vital foods, over the average of five preceding years.

If the housewives of Canada hadn't heard the call, attuned to catch their ears, and hadn't been impressed to the extent of keeping the public eating controller last week would undoubtedly have been far different and far less creditable to Canada.

But where is that building in which the educational section of the Canada Food Board occupies "ground floor, front"? Readers of this page have all "heard tell" that there was once upon a time a big bonfire in Ottawa. It was a most disastrous bonfire, in that it seized upon the Parliament Buildings as desirable material. Before the blaze was extinguished the lawmakers of the country realized they were face to face with the mighty problem of securing office space for various departments out through the city. Office space being at a premium, the Canada Food Board, with all its need of more elbow-room, has been pretty fortunate in getting a former Bank of Ottawa building on Rideau street.

Do you propose to make a pilgrimage to Ottawa just for the purpose of seeing that food board which won't let you have enough sugar in your tea? Get out at the Union Station, walk right through to the main entrance, then turn to your right and follow your nose, keeping your left eye across the road for the Canada Food Board sign in the old Bank of Ottawa building. If you keep straight on and watch the far side of the street, you can't miss it. When you get opposite, look up and down the street to make sure you aren't going to get run over by a trolley and traffic, then make a dive across. The guard at the door, rather just inside the door, will hold you up and want to know whom you want to see. If you want to see through and make sure they aren't storing plump hams, flour, sugar and other good things in the cellar, you'd better have a name on the tip of your tongue, and a bona fide introduction to the person in charge, or else a hypnotic light in your eye. You may overpower the guard, but there are others mightier of muscle than he, to be reckoned with. Guards are a way they have in these departments at Ottawa. But the Canada Food Board doesn't wear buttons, that is, shiny, authoritative-looking buttons. Possibly he had them off getting them polished the days the writer called at the Canada Food Board. Or he may have had his mail sent to the laundry getting it cleaned. He didn't have the shiny buttons on, and he looked real human and polite, but, very, very.

Another good thing to remember in going to call at the Canada Food Board is to have real business there. If you want to talk to people, have something to talk about. They are a pretty busy lot, too busy keeping faith with the soldiers and Allies in the matter of food to spend in trifling in office hours. You'll like that, when you stop to think about it. You "pay" to help keep that institution going, and you wouldn't be pleased to have people loafing on the job when they were being paid out of your pocket.

[To Be Continued.]

Thousands of Dollars' Worth of Groceries and Meats Go On Sale Tomorrow at Cut-Rate Prices---

This big pure food store stands as a barrier against combines and food profiteers, and is a direct link connecting your table with the man who grows, packs and manufactures. Everyone who has ever dealt here knows that we sell only the choicest of meat, and that our groceries are A1 quality. The prices listed here show you that we undersell the small cash and carry stores by our large volume of business, and yet we deliver free of charge; but please help us—carry the small parcels.

MEATS
ROUND STEAKS, 30c
Porterhouse Roast Beef, lb., 32c
RIB ROAST BEEF, 25c
Sirloin Steaks, lb., 32c
PICKLED BEEF TONGUES, lb., 30c
Rib Boiling Beef, lb., 20c
LEG SPRING LAMB, 38c
Pot Roast Beef, lb., 22c
HAM ROAST PORK, 38c
Loth Spring Lamb, lb., 38c
Bread Spring Lamb, lb., 25c
SHOULDER PORK, 37c
CHOP, lb., 25c
Stewing Veal, lb., 20c

GROCERIES
GRAND MOULTEA, 32c
Limited quantity, 1/2-lb., 15c
CHERRY GROVE, 15c
MOLASSES, tin, 15c
Jam, per bottle, 15c
RICE, per lb., 18c
Tapioca, per lb., 18c
TOMATOES, 18c
2-lb. can, 10c
FLAVORING EXTRACT, 10c
TRACTS, bottle, 10c
Jelly Powders, each, 10c
Klim, per can, 12c
Soap, any kind, 3 for, 25c
Salmon, 2 tins, 25c
Crisco, good buy, 6-lb. pail, \$1.80
CORN SYRUP, 23c
2-lb. pail, 25c
CORN SYRUP, 95c
10-lb. pail, 25c
Silver Cow Milk, can, 20c
Carnation Milk, 3 cans, 25c
St. Charles Milk, 3 cans, 20c

ANDERSONS

LONDON'S BIG PURE FOOD STORE.
Stalls 1, 2, 3, 4, 5 Market House
Canada Food Board License 9554.
Phones 1643, 1644.

Does This Appeal to You?

Saturday will be a record-breaker at this live store. Look over the articles listed, and you will be convinced that such unheard-of prices never prevailed in London before. Remember!

THESE PRICES FOR SATURDAY ONLY.

Holbrook's Pure Malt Vinegar, 25c
Norwegian Sardines, 3 for 50c
Domestic Sardines, 3 for 25c
Canned Salmon, halves, 2 for 25c
Domestic Shortening, 3-lb. pail, 85c
Domestic Shortening, 1-lb. print, 25c
LOOK! ANY BRAND OLEO. Swift's Premium, 35c
Armour's XXX, 35c
Clover Leaf, 35c
Halibut, 25c
WHAT DO YOU PAY?

WHERE QUALITY PREVAILS.

We carry a choice variety of Poultry, also select Oysters, at the old price.

ONN'S

143 King Street.

UP-TO-DATE FISH AND POULTRY MARKET.

License 9-1678.

ONN'S

Phone 1296.

MACDONALD'S MEAT MARKET

THE MEAT SHOP OF QUALITY AND SERVICE.
PHONE 1680.

We feel sure the residents of London South appreciate the advantage of having a well conducted meat market near at hand, because the patronage extended this shop since it came under present management has been most reassuring. It is needless to say we are glad of this, because we have endeavored to give all in the quality of meats carried and the delivery service rendered that the biggest and best appointed shop in the city. We know no shop can carry better meats than we are serving our patrons. We do not intend that any shop may give their customers better value or more courteous attention, and our delivery service is always courteous and prompt. If you live in London South we court your patronage, and promise Excellent Meats, Fair Prices, Sanitary Service, Courteous Attention and Prompt Delivery. May we have it?

142 WORTLEY ROAD. PHONE 1680.
Canada Food Board License 9-10712.

Real Cut-Rate Prices in Meats at Faulds & Dawes on Saturday

Choice Rib and Rump 25c
Roasts
Spring Lamb, Legs 35c
and Loins
Whole Shoulders of 28c
Lamb
3,000 Lbs.
Roast Beef
25c
Boneless Pickled Side 40c
Bacon
WHEN YOU BUY MEAT
HERE YOU GET BIG
VALUE.

TEN DELIVERIES TO ALL PARTS OF CITY DAILY.

FAULDS & DAWES

PHONE 5750.
MARKET HOUSE.

Canada Food Board License No. 9-5914.

WE PAY INTEREST

Upon all inactive or savings accounts twice a year, adding to deposits of this character three per cent per annum—the earnings of your savings. This makes money work for its owners, and gives a convenient and sound investment backed by the full strength of this bank. Better to bank your savings with us than to leave them in the house as bait for burglars or to risk them in unsafe investments.

THE BANK OF TORONTO

Head Office: Toronto, Canada. ESTABLISHED 1855
FOUR OFFICES IN LONDON:
Cor. King and Richmond Streets. Cor. Dundas and Adelaide Streets.
Cor. Richmond and John Streets. Cor. Dundas and Tabbot Streets.

Items Of Interest To Everybody

Secrets of Health and Happiness

How Injections of Sugar Restore Bodily Strength

By DR. LEONARD KEENE HIRSHBERG,
A. B., M. A., M. D. (Johns Hopkins University.)



Three-fifths of your body is water. You may survive want of food for 40 days or more, but not so long a lack of water. Man wants but little more than water, but when that little is water, he must have it or go to the ground.

To maintain your health, dissolve the foods and wash away waste and poisons and convey nourishment to your fabric, water is as necessary as air and sunlight.

Nausea, faints, fevers, sweats, coughs, hemorrhages and inflammatory diseases all rob the human body of needed fluid. When pneumonia, watery pleuritis, dropsies, erysipelas and other maladies assault the individual, water evaporates or leaves the sound parts as rats do a sinking ship.

Dehydration is the name used to cover this multitude of dry tissue wools. Asiatic cholera and dysentery cause so much dehydration that carbons of water must be given to the victims to keep the drying tissues in a state to utilize their own fat and albumen in order to supply the bit of energy needed to maintain life.

Absolute Need of Water.
Rapid breathing, increased pulse rate.

low blood pressure, dry tongue, pinched features, sunken eyeballs, cold skin, clammy, shriveled extremities, apathy, restlessness and loss of weight all indicate a need for watery nutriment.

Unless this state is swiftly remedied in some fashion that will not swamp the victim, serious or fatal consequences will take place. Energy must be furnished and the water deficiency made up.

A physician in the American army, Major Lawrence Litchfield of Pittsburgh, has found that the supply of a suitable amount of glucose sugar in water, injected into the blood stream at once improves the general appearance of the sufferer. The patient's pinched features, shriveled fingers and hands immediately fill out; he looks brighter and stronger; his breath and air hunger cease; the pulse becomes regular and normal; and the blood pressure rises to its proper point.

The sugar water may be given every eight hours, or even hourly, as determined by the condition of the patient.

Glucose is the sugar which is most easily absorbed by the human stomach and tissues. It is a food and a stimulant, and it causes the cells and tissues of the living fabric.

Injected into the human veins, glucose is quickly taken up from the blood by the tissues. This releases the water for use elsewhere. Glucose is then gobbled up and burned, which increases heat production and thus removes the low temperature or lowered blood pressure. As a food, too, it stimulates the appetite, causes thirst, and re-establishes a flow from kidneys, which have stopped working.

An injection of a pint of a 20 per cent sugar solution has revived old men from kidney disease, certain pneumonia patients in delirium and growing steadily weaker were immediately improved by the intra-venous injection of 25 per cent sugar water.

Thirteen serious conditions such as pneumonia, blood poison, pleurisy, erysipelas, meningitis and scarlet fever were put well on the road to recovery at one of the army camps by the prompt use of this solution. It has almost wholly replaced the salt solution or normal saline solution.

Answers to Health Questions

L. M. H. Q.—Please give me something for dandruff.

A.—Use a little of the following for your dandruff three times a week:
Resorcin 10 grains
Sulphur 10 grains
Salicylic acid 10 grains
Eucalypti 10 grains
Petroleum 1 ounce

G. G. B. Q.—Owner of dogs claim that they should be muzzled.

A.—Muzzling dogs is a law that has rid England of that 100 per cent fatal disease, rabies or hydrophobia.

J. C. C. Q.—Please give me something for boils.

A.—A little ammoniated mercury ointment usually cures mild boils. Apply a cloth which has been wet with hot boracic acid to the boils, which will bring them to a head. Then a drop of carbolic acid will empty them, and ammoniated mercury ointment will do the rest.

M. P. and M. S. A. Q.—Please give me something to stop my little girl from sucking her under lip.

A.—Give the child more toast, apple-juice, orange juice, crackers, and plenty to eat and drink.

F. T. E. Q.—Please give me something for an itch.

A.—Apply a little of the following lotion to the affected parts:
Pink calamine 24 grains
Zinc oxide 2 grains
Glycerine 2 grains
Phenol 2 grains
Lime-water 2 ounces
Rose-water 2 ounces

S. S. O. Q.—Please advise something for gas on the stomach.

A.—Try either of the following in a little water every four hours for the gas on your stomach:
Salol 2½ grains
Bicarbonate of soda 10 grains
Bismuth subnitrate 3 grains

A. R. Q.—Please tell me what to do for a squinted eye.

A.—A slight, harmless operation will relieve you of the squinted eye. Consult your family physician or go to the nearest large hospital.

F. McD. Q.—Please tell me the proper way to use ice on the face.

A.—Can enlarged tonsils affect the hearing to a great extent, or is hardness of hearing caused by adenoids?
A.—For what purpose do you wish to use ice on your face?
2. Yes, both.

M. S. B. I. L. Q.—Please tell me what

ADELE BARRISON'S NEW REVELATIONS OF A WIFE

Why Lillian Made to Madge the Strongest Declaration of Her Life.

In the hall of Mrs. Durkee's house, for the last few weeks "the house of mystery," there had been a large diary slyly across from the library. Toward this Lillian moved swiftly, noiselessly, like a thief in the night. She felt her heart coming unevenly in wonder as to the thing she meant to do.

She gripped my arm, and showed me a heavy cloth reeking of floor oil, shut in the crack of the door. And then, indicating by a gesture that I was to hurry on, she inserted the key which she held into the lock and turned it.

The following minute she was by my side hurrying toward the door, and the next we were both upon the side veranda, exchanging careless perfunctory nothings with Dr. Pettit.

It wasn't until we were entirely within our own grounds that I ventured a question.

"Kato?" I asked.

"Kato, of course," she answered. "And that doddling old idiot—I beg your pardon, Madge, I really can't help my adjectives—won't hear a word against him. I doubt if he would be convinced even at the sight of his faithful one doubled up in the closet where he dodged when I opened the door."

"How did he ever get there so quickly?" I asked.

"Lillian knew the Oriental."

"My dear child," Lillian replied, didactically, "you cut in the world ever had it on an Asiatic when it comes to a quick and noiseless shift of position. But, unfortunately, knowing the configuration of the hall and closet and a little about the Oriental mind, although no Occidental ever sees more than a tiny corner of their mental workings, I figured that he would do exactly the stunt he did. And as I opened the door I sent my eyes directly to the closet door, wasting no time upon looking up and down the hall, and I was rewarded by seeing the door closed with the oil rag hanging out of it. It was child's play to turn the key, take it out and be assured that he wouldn't have the op-

to do for a thick crust on baby's head. Baby has been troubled with this for some time.

A.—Wash with hot soda and water, then strong kitchen soap, and apply ammoniated mercury ointment where the scab was. Do this once each day until you have done it about ten times.

S. I. S. Q.—Please tell me how I can reduce my bust.

A.—You must not interfere with whatever condition is naturally present in the breasts, because tumor growths, fatal maladias and cancers all have a preference for the breasts of women, and any interference with those delicate tissues is apt to stir up one of these unpleasant conditions.

A. R. Q.—Please give me something to make grey hair dark.

A.—Henna leaves 1 ounce
Boiling water 1 pint
Place the henna leaves in the boiling water and let it stand all night. In the morning strain and heat to the boiling point. Add two ounces of henna powder and stir and strain. Brush this into the clean hair. It is harmless and very effective. But why try to change something which may be very beautiful?

Dr. Hirschberg will answer questions for readers of this paper on medical, hygiene and sanitation subjects that are of general interest. He cannot always undertake to prescribe or offer advice for individual cases. Where the subject is not of general interest letters will be answered personally. If a stamped and addressed envelope is inclosed, Address: A. L. INQUIRIES to Dr. L. K. Hirschberg, in care of this office.

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Good Night Stories

Illustrated by Gracie

DOLLY BLUE EYES LEARNS A LESSON.

Blue Eyes was a beautiful dolly. But no one knew it any better than she did. She was so proud of her looks, she wouldn't have anything to do with the other dollies.

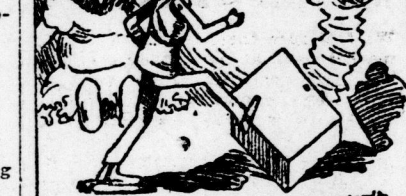
"You certainly are the most beautiful dolly here," said Tin Soldier. "I'm glad you think so," retorted Blue Eyes. "I can't say the same of you," and titling her china nose in the air, Blue Eyes ran away, leaving Tin Soldier very unhappy.

It was true, Tin Soldier was no longer handsome. His bright red coat and blue trousers were all rusty and his back had a dreadful crook in it. But he was so true and brave as an ear of wheat, he didn't mind. He was so true and brave as an ear of wheat, he didn't mind.

"Old rusty thing," Blue Eyes laughed to herself. "Why, I hate even to be seen talking to him." And Blue Eyes turned her back on him and went to her room. She was so true and brave as an ear of wheat, she didn't mind.

"There, there," she laughed. "Don't cry. It's poor policy to judge a man by his clothes, for sometimes under the rustiest coat you'll find the bravest heart." Then Tin Soldier led Blue Eyes into the doll house.

Blue Eyes had learned her lesson and never again did she judge a doll by its clothes. For she loved Tin Soldier in spite of his rusty uniform.



"It's Only a Silly Old Jack-in-the-Box," said the Tin Soldier.

Not long after a new toy arrived in the nursery. A great big box with red and green squares pointed on its sides and its top fastened down with a wire. Like all curious dollies, Blue Eyes touched the wire and popped a terrible creature, with a loud "Squawk!" and frightened poor Blue Eyes almost to death.

Tin Soldier dropped his tin gun and hurried to her side.

"Don't worry, dear," he said kindly. "It's only a silly old Jack-in-the-box. Then turning to the horrible creature who was laughing loudly, he scolded him severely.

"It didn't mean any harm," laughed Jack-in-the-box. "I only did it for fun."

"You," exclaimed Tin Soldier, "of course, it's all right this time, for it

happens Blue Eyes is the bravest toy in the nursery and afraid of nothing."

"I apologize," said Jack-in-the-box, nodding his bright red cap. "I'm sorry."

"You needn't apologize," exclaimed Blue Eyes. "and I'm not brave. I'm mean and hateful and ashamed of the way I've treated you all. I'm ashamed of the horrid things I've said about Tin Soldier."

"There, there," she laughed. "Don't cry. It's poor policy to judge a man by his clothes, for sometimes under the rustiest coat you'll find the bravest heart."

Then Tin Soldier led Blue Eyes into the doll house.

Blue Eyes had learned her lesson and never again did she judge a doll by its clothes. For she loved Tin Soldier in spite of his rusty uniform.

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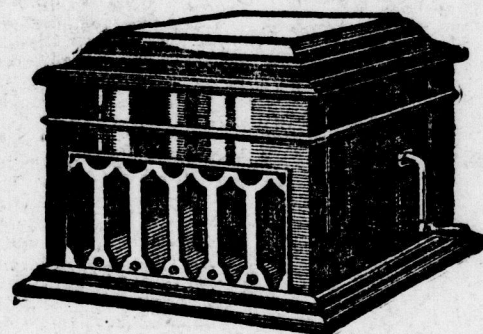
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How Allies Are Smashing "The Minor Beelzebubs"

The despairing cry to Baal for help that rose from the false prophets on Mount Carmel in ancient days is now duplicated by an equally wild cry to Berlin, and unless all editorial seers are mistaken, the call of Turk and Bulgar for aid will be answered only by the roar of Allied guns.

Germany's military might on the west front, in Palestine, in Macedonia, is at last beginning to crumble, the New York World believes, and while Berlin trembles, the reverberation of Allied blows "thrills the enemies of Germany with joyous expectation." Marshal Foch has kept almost every sector of the western front busy "and now one by one he is raising the curtain on the several 'sideshowes,'" according to the Philadelphia Press.

The leading article in THE LITERARY DIGEST this week—October 5—will make thrilling reading for every Canadian, reviewing, as it does, the chain of Allied victories in all the war zones. There are four maps (one full-page, colored) accompanying this article with a complete index of places, railways, roads, etc.

Other news-articles of importance are:

Gompers Defeats the Defeatists

How He Administered a Thorough Drubbing to the Pacifist and Defeatist Members at the Inter-Allied Labor and Socialist Conference in England.

Your Share of That Six Billion Who Owns the Washington Times? The Success of Allied Propaganda Worse Anarchy Due in Russia Keeping Tag On Slacking Trucks American Machinery for Russia A Legal Status for Poets Germany's War Slang The Sugar Situation (Prepared by the U. S. Food Administration) Canada to Run Her Own Railways Slackers Aiding the U-Boats

Shall Germany Have Her Colonies Back? Fighting the "Cootie" U. S. Potash to Rout Germany's Col. Roosevelt on Soldierly Life and Death Powdered Fuel to Relieve the Coal Situation The Kind of Religion the Soldiers Want Personal Glimpses of Men and Events News of Finance and Commerce

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We are passing today through what is undoubtedly the supreme crisis of the world's history, the most memorable year of all the thousands man has seen wax and wane since he first appeared on this planet. Nothing is more characteristic of the tremendous nature of the cataclysm that has fallen upon us than the astonishing changes that are occurring throughout the whole fabric of civilization, social, economic, political, and intellectual. To keep pace with these amazing transformations you should read The Literary Digest, the great news magazine that covers all departments of human endeavor each week in an informing, vigorous, and wholly unbiased way. If you want impartial, up-to-the-minute information on all the great questions of the hour, The Digest will provide it.

October 5th Number on Sale Today—All News-dealers—10 Cents

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floor, 4155th floor, 4158th floor, 4161st floor, 4164th floor, 4167th floor, 4170th floor, 4173rd floor, 4176th floor, 4179th floor, 4182nd floor, 4185th floor, 4188th floor, 4191st floor, 4194th floor, 4197th floor, 4200th floor, 4203rd floor, 4206th floor, 4209th floor, 4212nd floor, 4215th floor, 4218th floor, 4221st floor, 4224th floor, 4227th floor, 4230th floor, 4233rd floor, 4236th floor, 4239th floor, 4242nd floor, 4245th floor, 4248th floor, 4251st floor, 4254th floor, 4257th floor, 4260th floor, 4263rd floor, 4266th floor, 4269th floor, 4272nd floor, 4275th floor, 4278th floor, 4281st floor, 4284th floor, 4287th floor, 4290th floor, 4293rd floor, 4296th floor, 4299th floor, 4302nd floor, 4305th floor, 4308th floor, 4311th floor, 4314th floor, 4317th floor, 4320th floor, 4323rd floor, 4326

PURE VINEGARS
for pickling. Extra quality. Delivered
in clean jars. Gallon50c
JOHN DIPOSE
266 Dundas Street. Phone 2262.
160 Wortley Road. Phone 1397.
xv

NOTICE
Commencing on Saturday,
Oct. 5, We Will Serve
**HOT DRINKS AND
LUNCHES**

ANNIS
CANDY SHOP
398 RICHMOND STREET.
Canada
Food Board License No. 10-8253.
xv

ISSUED BY THE CANADA FOOD
BOARD.
We can eat the scores of other
foods we have besides wheat. It's
a small matter to change our diet
to help victory.



REMEMBER
WE HAVE 3,000 ENGLISH FUR
FELT HATS in stock, bought in
one lot—no other store could handle
the quantity. They are all worth
up to \$2.50 and \$3.00.

1,000 HATS
of this lot on sale at the remarkably
low price of

\$1.23
Step quickly. They are going fast
at this price. See our window
display.

25 SAMPLE RAINCOATS
25 SAMPLE OVERCOATS
On sale Saturday at a saving of \$5.00
to \$8.00 on any one of these gar-
ments.

25 CENTS SAVED
on every pair of Overalls bought
here.

Wegner
Clothing Co.
THE HEART OF LONDON.
THE REAL LIVE STORE.
Famous for Their Little Prices.
371 Talbot, Opposite Market
Open Evenings

THE COMFORT SHOE FOR MEN.
"Arch Preserver"
Shoe

In all outward respects looks like
the best and most stylish shoes of
regular lines. Good dressers can
find no fault with them in this par-
ticular, while they insure to them-
selves the same of comfort in a
shoe. We invite you to drop in and
be fitted. These we have sold this
shoe to will not wear any other.

COOK'S SHOE STORE
THE STORE WITH THE STOCK.

DIAMONDS
Diamond Rings from \$5 to \$350.
Including single, double, triple, and
four and five diamonds, and many
fancy settings in newest designs.

C. H. WARD & CO.
DIAMOND MERCHANTS.
386 Richmond Street.

SPECIAL NOTICE
TO USERS OF ELECTRICITY

If you have any electric wiring of any
description to be installed or overhauled,
we would be very pleased to give you
a price on same.

We handle all the latest Electric Ap-
pliances.

We specialize on wiring old houses,
etc. You will find that our prices will
meet with your approval in every way.

Western Ontario Electric Co.
237 Dundas Street. Phone 4071.

JOHN A. NASH
My Jeweler
Sells a Fine Mahogany Grand-
father Clock for \$92.00.
Say: It's a Beauty.

NEW STORE, 266 DUNDAS STREET.
"Where Particular People Buy."

Taylor's Throat and Lung Balm
Is Guaranteed To Stop That Cough.
35c a Bottle at

Taylor's 6 Cut-Rate Drug Stores

THE CANADA AUTO TOILES CO. INC.
PARTRIDGE TIRES ARE
PREFERRED.
SO DO THOSE WHO HAVE THEM.

CAKES
The kind that make you want
more. At

RUDDY'S
There's a store near you.
733 RICHMOND STREET.
308 1/2 DUNDAS STREET.
874 DUNDAS STREET.
Canada Food Board License 5-1220.

STOP and THINK!

\$50,000 to \$75,000 per ton is
the price of the steel used in
Safety Razor Blades. Why
throw away your old blades
when we will sharpen them
and make them better than
new! Our prices:

Gillette, 35c a dozen.
Duplex, 50c a dozen.
Single edge, 25c a dozen.
Ordinary Razors, 25c each.

Mail us your blades. We'll
guarantee our work. Quick
service.

**Bicycle & Motor
Sales Co.**

425 Wellington Street.
381 xvxv

MR. WORKINGMAN
You men who work in the shops
or on construction work or any
other work that is particularly
hard on shoes will find supreme
satisfaction in wearing Work
Shoes bought at Kaufman's.
They're made to stand the "wear
and tear" service is what we
sell in Work Shoes, at moderate
prices.

KAUFMAN'S
226 DUNDAS
"GOOD SHOES CHEAP." xv

RED BOOK MAGAZINE
GOOD HOUSEKEEPING
and many other October is-
sues now on sale.

HAY'S Stationery
173 DUNDAS STREET.
Phones 150 or 53.

HARVEY MITCHELL

Friday--CASH STORE--Saturday
50 GRAND AVE. PHONE 2095. SOUTH LONDON

Master Brand Coffee. 38c
Pine quality, lb.
Master Brand Tea, Black 65c
Green, Mixed, lb.
Master Brand Extracts.
All flavors 9c

Bananas.
Per dozen 22c
H. P. Sauce. Large
bottle 26c
Eggs Baking Powder. 29c
lb.
Libby's Soups, Vege-1
table, Tomato 14c
Libby's Pineapple. Per 27c
tin
Babbitt's Cleanser. Not
more than 5 to an order. 4c
Soap Chips. Extra fine 22c
quality, lb.
Corn Flakes. 25c
2 for 25c

Sun Ammonia, Large. Regu-
lar 10c 7c
Clisco Washing Tablets, Regu-
lar 15c 11c
Cleanall Laundry Tablet.
Regular 5c 3c

Master Brand Lard, Best 34c
grade, lb.
Kerwood Creamery But-
ter, lb. 51c
Domestic Shortening.
1-lb. package 31c
H. A. Margarine. Save 35c
butter
Sheriff's Jelly Powder. 9c
Assorted flavors
Rideau Hall Coffee. 26c
Large tin 47c. small
O. S. O. Syrup. 31c
Pure.
Rubber Rings, red or
white, qts. or pts., doz. 8c
Happy Vale Peaches. 24c
Tin
Shredded Wheat. 25c
2 for 25c

Pearless Cleanser 9c
Rex Catsup, Regular 30c, 22c
Rex Catsup, Regular 25c, 17c
Rex Catsup, Regular 15c, 9c
Rex Furniture Polish, Regu-
lar 25c 17c

TWO POUNDS SUGAR ALLOWED WITH AN ORDER.

Fresh Fruits and Vegetables in season. Smoked Bacon and
Cooked Meats. Fresh Sausage daily. Eggs, strictly fresh, al-
ways on hand.

Strictly cash means everybody. Our prices are always
reasonable. Free delivery daily, 9:30 a.m. and 3 p.m. Satur-
day 9:30, 1:30, 6 o'clock.

Herbert C. Hoover
Food Administrator
For the United States
His motto is: Conserve food
and win the war.

OUR MOTTO:
Conserve your eyesight—with
proper glasses. Good vision will
help you win the battle of life
—Success.

BROWN
OPTICAL CO.
VISION SPECIALISTS.
Phone 1877. 223 Dundas Street.
LONDON, ONT. xv

After the show visit
Peters
Tea Room
and enjoy a little refresh-
ment. Service 8 till 11 p.m.

LIGHT LUNCH.
HOT BEVERAGES.
ICE CREAM.
SODA.

Canada Food Board License 10-4251.

Umbrellas
The kind that sold for \$2.00
in nearly every store. We sell
at \$1.49

The Giant Clothing House
120 DUNDAS STREET. Mark the Place and Mark It Well.

LOOK FOR THE BIG BLACK AND YELLOW S. O. S. SIGN.
120 DUNDAS ST. OPEN EVERY EVENING UNTIL 7 O'CLOCK.

OVERCOATS
\$3,000 Worth of Overcoats at
\$18.50, \$23.50 and \$25.50.

150 Black Beaver and Melton
Overcoats, made from old
stock at a saving of \$7.00 to
\$10.00 on a coat.

SWEATER COATS
\$4,000 worth of Canadian and
imported makes. Special
\$3.25, \$4.75, \$7.50, \$9.50 and
up to \$17.50

RAINCOATS
\$3,000 worth of Canadian and
English makes are selling fast
at these special prices, \$5.95,
\$9.95, \$12.95 and \$14.95.

UNDERWEAR
\$8,000 worth of Underwear,
including Stanfield's, Pen-
man's and other well-known
makes; some of it at less than
last year's prices.

ISSUED BY THE CANADA FOOD BOARD.
Not Deprivation but Conservation is what is asked of you.

**STUDENTS IN KHAKI
TO ATTEND CLASSES**
Forty-Four Authorized From
Local Units.

Sixteen medical students, twelve
dental students and sixteen matricu-
lants have been authorized to attend
medical school or dental college in
accordance with C. 55, F. routine order
No. 1110.

These men are attached to the dif-
ferent units in Military District No. 1
and are given permission to continue
their studies.

**JOURNEYMEN BARBERS
DENY RESPONSIBILITY
FOR RISE IN PRICES**
Any increase in the barbers' prices
cannot in any way be traced to the men
who are working in the many shops say
officials of the barbers' union regarding
the proposed increases. The men have
not suggested any increase in wages,
and they say they have certainly not
in any way intimated to the master bar-
bers that such action would be taken
by them.

It is understood that the master bar-
bers have called a meeting for Friday
night to further discuss the price ques-
tion.

Sending Parcels Overseas Is An All-Important Duty DO IT NOW!

Overseas Parcels
We have dozens of delicious
articles to suggest. Many of these
you may not have thought of. We
fill boxes at most any price.
From \$2.00 and up.

Creamery Butter
Good Canadian creamery, a treat
for the boys over there. Put up in
hermetically sealed tins, it does not
spoil.
75c per tin.

Overseas Biscuits
Put up in packages or tins. Many
styles and flavors.
From 20c to \$1.25.

**NO-EG A SUBSTITUTE
FOR EGGS.**
Use it for cooking the same
as you would eggs. Customers
have been delighted with it. By
its use you reduce egg cost to
practically 10c per pound. Ask
about NO-EG.

**WHITES. 35c FOR
AND VOLKS. 35c FOR BOTH.**

Section Honey
Buy this at once. It is up to our
usual standard.
Per section 40c.

Dried Beef
Ready to use any time. It is so
satisfying. Keep it in the house.
Per pound 70c.

Olive Special
Ready to serve, delicious ripe
olives from California. Regular 15c
value.
10c PER TIN. THREE 25c
FOR

T. A. ROWAT & CO.
250 Dundas St. Phone 3051-3052.
Canada Food Board License
No. 5-2422.

INGERSOLL LAD SUCCUMBS.
INGERSOLL, Oct. 3.—An official
message was received today, stating
that Pte. Wray Chambers, son of W.
H. Chambers of Salford, had died of
wounds. He was wounded in the left
thigh on September 22, and his death
occurred the following day. He was
about 22 years of age, and went over-
seas with the 16th Battalion.

NEVER GIVE UP.
Until You Have Tried Tonal-
Iron Capsules.

TONAL-IRON CAPSULES have cured
others, and they will cure you, if suf-
fering from any of the following:
Anemia (thin or watery blood), Impure
Blood, Nervousness, Nerve and Muscle
Twitching, Weakness or Palpitation of
the Heart, Shortness of Breath, Excita-
bility, Indigestion, Dyspepsia, Liver
Trouble, Pain in the Back, Kidney
Troubles, Rheumatism, Vital Weakness
in Men, Diseases Peculiar to Women,
Mental Worry, Cold Extremities, Num-
bness, Poor Circulation, Lassitude, or
any form of Physical Decline. Price
\$1 a box.

Remember, these are capsules and
are easily dissolved in the stomach a
few minutes after taking.
There is no remedy on the market like
this French discovery. Do not accept
anything else.

Sold at all first-class drug stores, or
mailed anywhere on receipt of price.
Tonal-Iron Company, Box 154, London,
ONT.

**Real Money Savers at Mara's For
Friday and Saturday Shoppers**

In these days of conservation strict economy must be practiced. Glance over this
list of week-end specials—every one means a real saving. Economize by shopping at
Mara's.

MEN'S SWEATER COATS, \$1.75.
25 dozen Men's Heavy Weight Jumbo
Knit Sweater Coats, in grey color only,
with high collar; in all sizes, 36 to 44.
Worth \$2.25 each, on sale \$1.75

MEN'S UNDERWEAR, \$1.25.
40 dozen Men's Winter Weight, Elastic
Ribbed Underwear (Black Scotia
Brand); unshrinkable shirts and draw-
ers, with sateen facing; in all sizes, 34
to 44. Worth \$1.75, on sale \$1.25 garment

MEN'S TWEED PANTS, \$1.75.
10 dozen Men's Heavy Weight Tweed
Pants, made of strong dark tweed,
with white hairline stripe, well made
and trimmed; in all sizes. Worth \$2.25
pair, on sale \$1.75 pair

MEN'S WORK SHIRTS, \$1.25.
10 dozen Men's Work Shirts, made of
heavy weight black and white shirting
(Arm & Hammer Brand); extra large
size bodies and long arms; sizes 14 to
18. Worth \$1.75, on sale \$1.25

MERINO UNDERWEAR, 89c.
25 dozen Men's Merino Underwear, fall
weight (Penman's make); in all sizes.
Worth \$1.00, on sale 89c garment

MEN'S FINE SHIRTS, 98c.
50 dozen Men's Fine Shirts (Tokoe
make), made of best quality American
percale, with dimity cord, in both light
and dark patterns; all made in coat
style, with soft and laundered cuffs; in
all sizes. On sale 98c

CHAMBRAY SHIRTS, 75c.
10 dozen Men's Grey Chambray Work
Shirts, fast colors; in all sizes, 14 to
17. Worth \$1.00, on sale 75c

**WINTER WEIGHT BOYS' SWEAT-
ERS, 50c.**
35 dozen Boys' Pullover Sweaters, in
grey only, with large roll collar; fitting
boys from 6 to 14 years. Worth 75c
each, on sale 50c

BOYS' SWEATER COATS, \$1.50.
10 dozen Heavy Weight Sweater
Coats, with convertible collars, in plain
colors and combinations; fitting boys
from 6 to 14 years. Worth \$2.00 and
\$2.25, on sale \$1.50

LADIES' SWEATER COATS, \$1.98.
25 dozen Ladies' Sweater Coats, with
convertible collars, with fancy weave,
in maroon, red and grey colors; all
sizes. Worth from \$2.50 to \$3.00 each,
on sale \$1.98

WOOL BLANKETS, \$6.95.
25 pairs Heavy Weight Wool Bed
Blankets, double bed sizes, with pink
and blue borders. These blankets were
carried over from last season and will
be sold at old price. On sale \$6.95 pair

COTTON BLANKETS, \$3.25.
500 pairs Double Bed Size Flannelette
Blankets (Ibex Brand), in white and
grey, with pink and blue borders. On
sale \$3.25 pair

**BEST FOUR-PLY FINGERING
YARN, \$6.75 POUND.**

MARA'S
A SPORT YARN, IN ALL COL-
ORS, 25c SKEIN.

Purdom Hardware Co.

124 DUNDAS STREET. CHI-NAM EL STORE. PHONES 2800, 2801.

The Watch Word Now-a-Days Is Save
How about your gasoline? You can save 35 per cent of the gasoline you are now using by the use of
HERROLINE. You simply put 2 ounces in every time you put 5 gallons of gas, 4 ounces to every 10
gallons, and so on. We have it in stock and are sole agents in this city for same.

**PERFECTION OIL
HEATERS.**
Save your coal by using
coal oil. Price
\$6.50, \$7.25

COBBLER SETS.
This complete outfit
only \$1.00

COAL HOSES.
Price 65c, 85c, \$1.00,
\$1.25, \$1.50.

LANTERNS.
Short or long globe.
Price \$1.25 each

ELECTRIC IRONS.
Save time. Save fuel.
Price \$5.00 up

HORSE BLANKETS.
We have a large as-
sortment, lined and un-
lined.

AXES
Price \$1.50 up

SLEEVE BOARDS.
Regular 60c, at 35c each

ROOFING!
We have just received a car load of Weather King Asphalt Rubber Roofing. No tar, no paper, elastic, durable. This roof-
ing is made of the very best long fibre woolen felt and pure asphalt. Nails, cement and full directions for perfect application
packed in each roll; 108 square feet in each roll. Price: 1-ply, \$2.50; 2-ply, \$3.00; 3-ply, \$3.50.

THE PURDOM HARDWARE COMPANY
124 DUNDAS STREET. SERVICE. SATISFACTION. PHONES 2800, 2801.

STOVE PIPE
Enamel
15c can up

ASH SHIFTERS.
This ash sifter will
easily save a ton of
coal this winter. Price
only \$4.50
Other small ones 35c each

STOVE PIPES
Nice clean stove pipe
30c length

LIEUT. C. S. GRAFTON
IN ENGLISH HOSPITAL

Lieut. Charles S. Grafton has been
wounded and sent to a hospital in
Manchester, England, according to in-
formation received in this city Thurs-
day.

Lieut. Grafton enlisted with the 33rd
Battalion. He later took an officer's
course and was appointed a machine
gun officer of the 15th Battalion. He
went overseas with that unit, but was
transferred to a Canadian-Scottish unit.
He commanded a machine gun corps
in France and has been in many of the
heaviest battles. Before enlisting he was
employed at the London Free Press
as a reporter.

**LONG DISTANCE NIGHT
CALLS MAY COST MORE**
Bell Company Wants to Increase its
Charges.

While phone users of the city are be-
ing prepared for an increase in their
phone rates by a circular sent out by
the Bell Company, the company has
applied for another increase with which
to greet its users. It has asked the rail-
way commissioners for power to in-
crease the long distance night rate. The
city has been asked if it wishes to op-
pose the application when it comes up
for hearing.

Briefly the proposal is to lengthen the
day-rate hours from 6 to 8:30 in the
evening, and to charge 60 per cent in-
stead of 50 per cent of the day rate
from 8:30 to 11:30 p.m. Between 11:30
p.m. and 6:30 a.m. the rate will be 40
per cent of the day rate.

LIEUT. WALTERS DIES.
GODERICH, Oct. 3.—Wm. Walters of
Colborne Township, received a cable to-
day stating that his son, Lieut. Roy
Charles Walters, of the infantry, was
officially reported died of wounds on
September 29. Lieut. Walters was a
member of the 161st, and at the time
of enlistment was attending college in
Toronto. He will be much missed here,
as he was a great athlete and one of
the fastest runners in this district.

Mrs. Jane Sproule received a cable
today stating that her son, Pte. Harold
Charles Ross of Oxford street, re-
ceived word today notifying him that
his son, Acting Serjt. Chas. Donald
Ross, of the infantry, was officially re-
ported dangerously wounded in 25
porting dangerously wounded on September
29, with wounds in hips and leg. Act-
ing Serjt. Ross also went from here
with the 161st Hurons.

CHAMOIS SUEDE GLOVES, 75c PAIR.
50 dozen Ladies' Chamois Suede
Gloves, washable, in plain white, white
with black backs, greys, fawns and
black; in all sizes. Worth \$1.00 pair,
on sale 75c pair

SILK NINON, 79c YARD.
500 yards Pure Silk French Ninon, 40
inches wide, for separate waists, or
over-dresses, in colors of white, purple,
paddy, pale blue, maize and rose pink,
flesh, apricot and burgundy. Regular
\$1.50 value, on sale 79c yard

LLAMA HOSE, 50c PAIR.
10 dozen, All-Wool Llama Cashmere
Hose, in black only, in size 8 1/2. Worth
\$1.00 pair, on sale 50c pair

WHITE FLANNELETTE, 25c YARD.
1,000 mill ends of White Flannelette,
extra heavy quality, in lengths from
2 to 10 yards each. Worth 35c yard,
on sale 25c yard

LADIES' CORSETS, 98c PAIR.
100 dozen Ladies' Corsets, made of
strong quality white coutil, with rein-
forced front, lace trimmed, with four
house supporters; sizes 19 to 30. Regu-
lar \$1.50, on sale 98c pair

HAT SHAPES.
25 dozen New Felt Hat Shapes (just
opened), in silk, velvets, plushes,
beavers, felts and combinations, in both
small and large shapes, some trimmed,
and on special sale from
\$2.50 to \$6.50 each